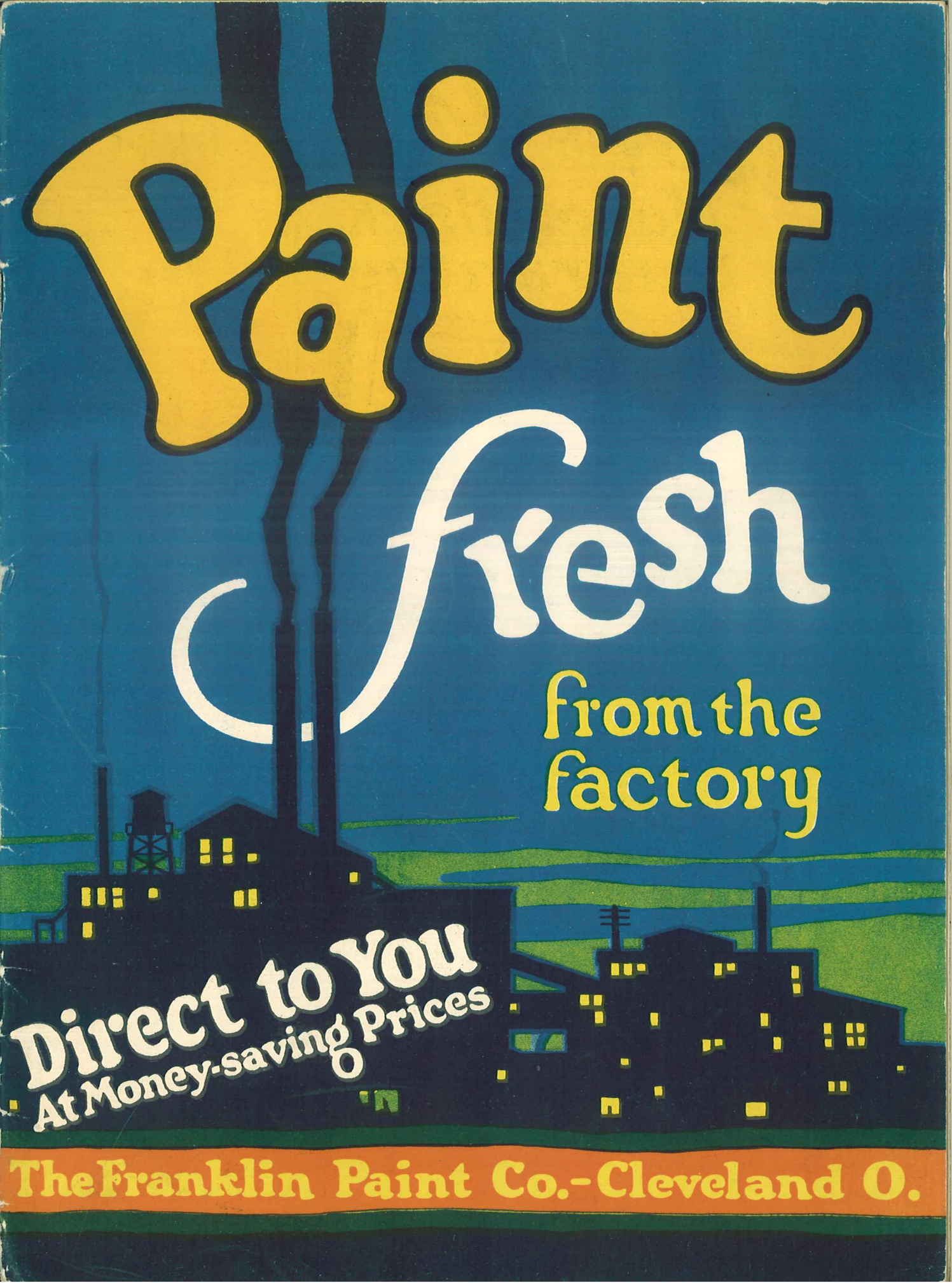




Paint

fresh

from the
factory

Direct to You
At Money-saving Prices

The Franklin Paint Co.-Cleveland O.

Franklin

Money Back Guarantee

Guarantee

1st We guarantee that every gallon of Franklin Paint is made in our own modern factory and prepared from the highest grade white lead, zinc oxide, linseed oil, necessary coloring pigments and driers.

2nd We guarantee that Franklin Paints will give you good honest value and that our "Direct-from-Factory-Plan" of selling (which eliminates all middlemen's profits) will save you money.

3rd We guarantee that Franklin Paints when put on according to our directions, will give you complete satisfaction in every way or we will refund every cent of your money,

4th We assure you that if you can write a stronger, more honest or satisfactory guarantee yourself on Franklin Paints—one which will suit you better—write it, send it to us along with your order and we will sign it.

The Franklin Paint Co.



60 Days to Pay

You don't have to pay a cent down when you order from The Franklin Paint Co. We give you 60 days in which to pay on all orders amounting to \$10 or more.

Or 5% Cash Discount

If you send cash with your order you can deduct 5% discount on orders amounting to \$10, or more. Our credit terms and discount fully explained on page 13, —and

REMEMBER, WE STAND THE FREIGHT!

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Why Pay 2 or 3 Prices When You Buy Paint

Did you ever stop to think that when you buy a can of paint or varnish or enamel at a retail store, that included in the price you pay is the profits of from three to five middlemen? Each one of these men—the Wholesaler the Jobber, the Salesman, and the Retailer who handles this paint on its journey from the manufacturer to you—add their profit to the price you pay but do not add one cent to the value of the paint you get. This unnecessary expense almost *doubles* the cost you must pay.

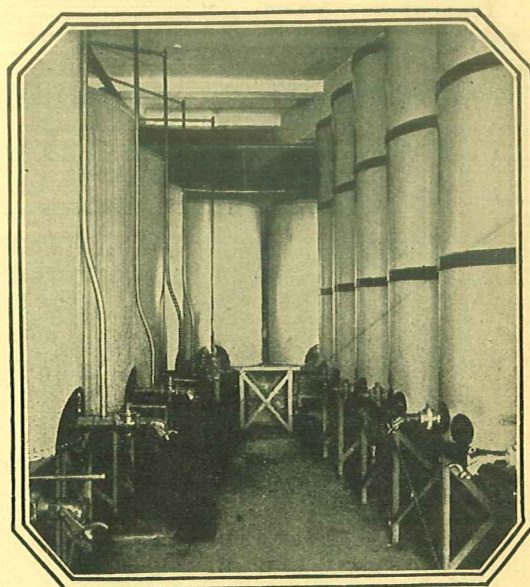
You know as well as we do that it pays—and pays *big* to keep your house, barn and other buildings well painted. Nothing in the world will give you such a big return on your investment as a good coat of paint or varnish both inside and out, because paint and varnish not only protect and beautify your home and possessions but also increase their value.

But why pay 2 or 3 useless profits on the paint you use when you get Franklin Quality Paints and Varnishes direct from our big factory at prices just about 40 per cent cheaper than you pay for the same grade of goods at the retail stores.

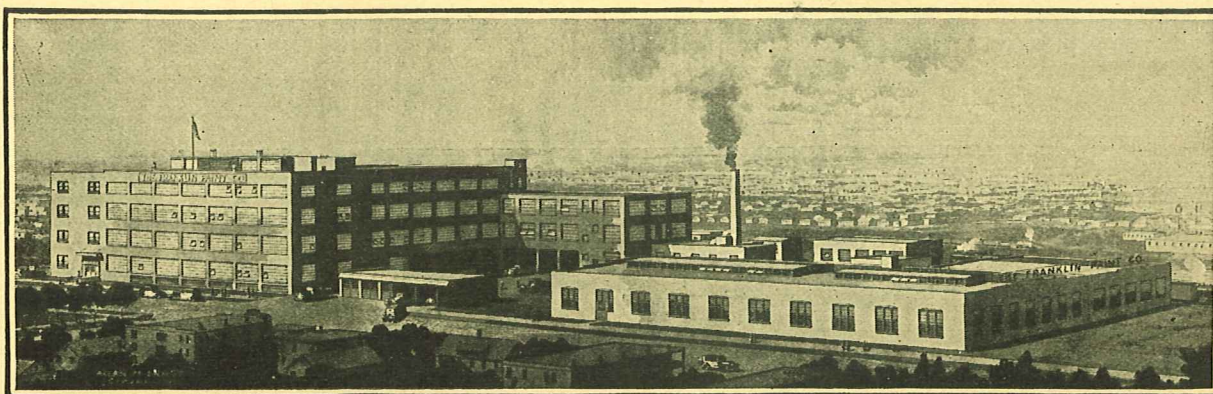
Buy Franklin Paint Direct from Our Factory Save \$1⁰⁰ per Gallon

Every gallon of paint, varnish or other products which you find listed in this catalog is made from start to finish in our own big paint factory. When you buy paint direct from our factory you save every unnecessary cost. There is no Jobber, Wholesaler, or Retailer to add his profits to the price you pay. You get Franklin Quality Paint—the finest quality that good materials, honest men and modern machinery can produce—at factory cost plus ONE small profit.

This “*Direct-from-Factory-to-User*” Plan of selling Franklin Quality Paints at Wholesale Prices has been so heartily welcomed by thousands and thousands of folks from Maine to Texas that today it requires this big million dollar paint factory shown below to take care of our customers. We are saving hundreds of thousands of dollars every year for others—send us your order for paints, varnishes or enamels and let us save money for you.



Just one aisle of big tanks in our Storage Rooms. Our factory has over a quarter of a million gallon storage capacity for linseed oil, turpentine, driers and other raw materials from which we make our Quality Paints.



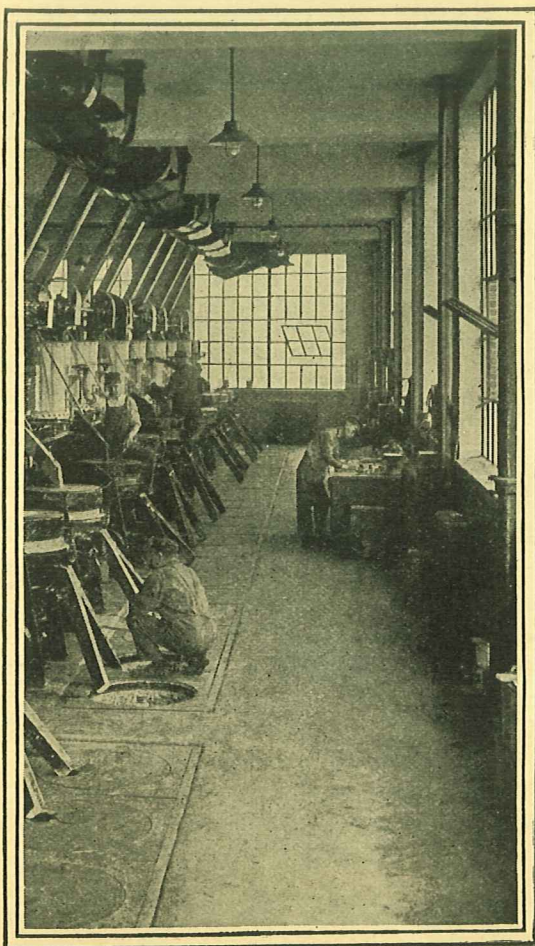
A Panoramic View of Our Factory and Warehouse

Fresh Paint wears longer goes farther

When you buy Franklin Quality Paint, no matter whether it is a quart can or a 50-gallon barrel, you get it **FRESH FROM THE FACTORY**,—fresh from our grinding and mixing vats and every drop of it is uniform, smoothly ground and full bodied.

Franklin Quality Paints never stand around on a store shelf or in a warehouse loft for months and maybe years where the ingredients can settle with age and start to disintegrate.

One battery of our grinding and mixing mills. There are three batteries of mills like this in our factory.



Here's how you get "FRESH" Paint, direct from our giant paint vats to you.

Thus, you can see that our "Direct-from-Factory-to-User" Plan of selling gives you another step in economy because it supplies you with **FRESH PAINT** whose ingredients are thoroughly blended and full strength which means that Franklin Quality Paints will not only go farther and cover a greater surface area, but will also give you greater durability and longer wearing qualities.

"You Can't Get a Thorough Mixture By Hand"

If you were to sit down with a gallon of lead, zinc oxide, and oil and stir it with a paint paddle night and day without stopping for two full months you could not possibly mix that gallon of paint as thoroughly as our powerful grinding and mixing machinery does in an ordinary 8-hour day's time.

You know what heavy materials lead and zinc oxide are. You know how hard it is to get oil to mix thoroughly with anything. Then it stands to reason that you cannot begin to get a thorough mixture of paint by hand when it takes hours of constant grinding, agitating and revolving in our giant machine mixers to combine these materials into an evenly blended, smooth paint,—ready to use.

Franklin Paints are "Quality Paints" and they come to you **FRESH** from the factory "ready-mixed" and ready to use. Order your paint and varnish needs from this catalog and get the highest quality goods "Direct-from-Factory" at the lowest prices. You not only save money, but our liberal Credit Plan (as explained on page 13) also gives you

**60 Days to Pay
or 5% Cash Discount**

Franklin Stands
The Freight

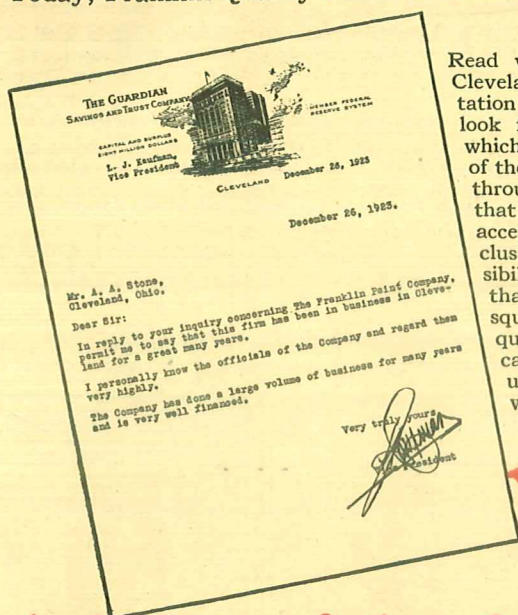


The Largest "Direct-To-User" Paint Factory in the World

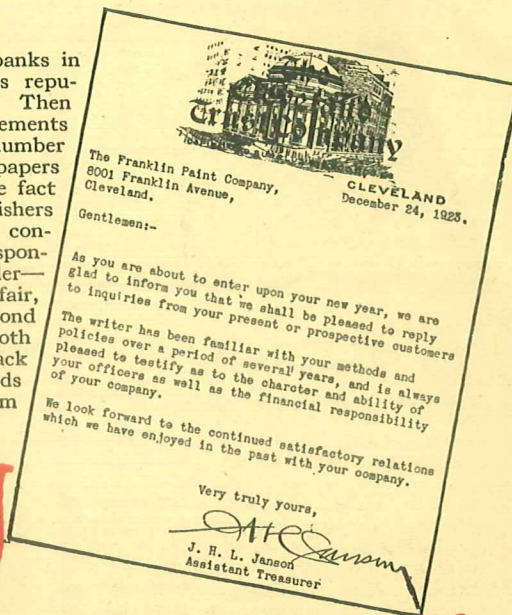
The splendid reputation for saving and satisfaction which Franklin Quality Paints and Varnishes have acquired has become nation-wide. The "Direct-From-Factory-to-User" Plan of selling which saves our customers at least 40 per cent on all paint prices has made our business grow by leaps and bounds. Today, Franklin Quality Paints are made in one of

the largest paint factories of its kind in the world, and we believe that this factory is the most modern, up-to-date and best equipped paint institution in this country.

Today, this modern, million-dollar paint factory is saving money for hundreds of thousands of satisfied customers.



Read what two of the largest banks in Cleveland say about our business reputation and financial integrity. Then look for our full page advertisements which are appearing in a large number of the best magazines and farm papers throughout this country. The fact that these old reliable publishers accept our advertising proves conclusively that our financial responsibility is of the highest order—that our reputation for fair, square, honest dealing is beyond question,—and that we are both capable and willing to back up every gallon of our goods which we sell, and every claim that we make.



YOU

take no risk when you buy from Franklin

Every gallon of Franklin Paints, Varnishes and Paint Products is made in our own factory by paint experts from reliable, tested formulas. Nothing but the purest white lead, zinc oxide, linseed oil and best materials go into our paint, assuring you of the highest grade and quality.

You take absolutely no risk when you order Franklin Quality Paints and Varnishes from this catalog. Every gallon of goods which we ship is **GUARANTEED** to satisfy you or your money back. You are the sole judge and jury. Read our **IRONCLAD GUARANTEE** on the inside front cover. If Franklin Products do not "make good"—we do.



A partial view of our Office where thousands of orders are handled,—and a corner of our Shipping Room showing shipments being loaded direct into the freight cars.



Franklin

The Highest Grade House Paint At Wholesale Factory Prices

Paint Pointers

It takes good tools to do good work of any kind. Likewise in painting it takes good paint to do a good job of painting. Remember that every gallon of Franklin Quality Paint is guaranteed to give you good service,—or your money back.

When to Paint

Some people prefer the Spring as the best time to do their outside painting, before the insects become bothersome and the dust is not heavy. Still others think the Fall is the best time to protect their buildings against the ravages of winter weather. But—you can paint any time, any season, as long as you paint on clear days when the temperature is not below 50 degrees so that your paint has a chance to dry thoroughly. Never paint on wet, cold, foggy days or when there is any danger of frost at night.

How Many Coats

Where the surface you are going to paint is in good condition,—two coats of paint are usually sufficient. On new lumber and old painted surfaces in bad condition, a priming coat must be applied, followed by two regular body coats to do the job properly.

On new wood it is best to thin the paint for the priming coat with about a quart of raw linseed oil to the gallon so that the paint will soak in and fill the pores of the wood better.

When applying the first coat brush the paint out well and put it on as smooth and even as possible. See that every crack and crevice is well covered because if the first coat is put on good, the second coat will go on easier and look better.

Allow about a week to 10 days for the first coat to dry and harden before applying the second coat. While the first coat is drying, putty up all the cracks and nail holes before the second coat is put on. For the second coat, use the paint just as it comes from the can and you will be agreeably surprised at the fine job of painting you have done.

**We Give 60 Days
to Pay**

If you could visit our big factory and see the care and precision that is used in the making of Franklin Quality House Paint you would be quick to appreciate just why it has acquired such a good reputation among our thousands of customers all over the country.

In the first place we use only the very best of ingredients in our Quality House Paint. This, though important is not the only sign of good paint. These ingredients must be correctly proportioned and thoroughly mixed by machinery so that the paint will spread well and wear well. Paint making is an art. It requires experts throughout the various stages of manufacture and that is one place where the Franklin Factory excels. Being the largest paint manufacturers in the world selling "Direct-to-the-Users" and being located in Cleveland, the greatest paint producing center of the universe, we are in a position to secure the most competent and best skilled paint experts to superintend the making of our Quality House Paint and all other paint products. And our factory is equipped with the most modern paint-making machinery. It is this unbeatable combination of

- Best Materials
- Best Paint Experts
- Best Manufacturing Equipment

that makes Franklin Quality House Paint superior in Quality—superior in covering capacity,—superior in wearing service—superior in appearance even though it is sold to you at "Direct-from-Factory" wholesale prices which are about 40 per cent less than you usually pay.

Look at our money-saving prices below, and remember that on all orders amounting to \$10.00 or more we allow you 60 DAYS TO PAY, or give you 5% off for cash and also STAND THE FREIGHT. (See page 13.)

**Colors Are Listed on
Opposite Page.**

\$2.73
Per Gal.

**IN BBLs. OR
HALF BBLs.**

Barrels (55 gallons)	Per gal., \$2.73
Half barrels (30 gallons)	Per gal., 2.73
15 or 20-gallon kegs	Per gal., 2.78
5 or 10-gallon cans	Per gal., 2.83
1-gallon cans	2.93

Colors marked with a star (*) 25c per gal. extra



**FRESH
FROM THE
FACTORY**

House Paint

"Save the surface and
you save all" *Paint & Varnish*

Use Franklin Paint and Save Money

Franklin Quality House Paint not only beautifies your buildings but it is also true economy. Franklin quality

- 2204—Apple Green
- 2400—Black
- 2301—Blue
- *2205—Bottle Green
- 2604—Buff
- 2202—Ceiling Green
- *2600—Colonial Yellow
- 2606—Cream
- *2302—Dark Blue
- 2700—Dark Brown
- 2406—Drab
- 2703—Fawn
- 2403—French Gray
- 2605—Ivory
- 2404—Lead
- 2602—Lemon Yellow
- 2701—Light Brown
- 2601—Light Yellow
- 2502—Maroon
- 2203—Olive Green
- 2402—Pearl Gray
- 2401—Pure Gray
- 2500—Red
- 2504—Salmon
- 2405—Slate
- 2603—Spruce
- 2702—Tobacco Brown
- *2501—Vermilion
- 2100—White (Outside)
- 2101—White (Inside)
- *2200—Window Blind Green

paint will protect them from the elements, greatly prolong their life and increase their value.

And when you use Franklin Quality House Paint it gives you a double measure of economy because you get highest grade paint at the lowest Factory Price.

Franklin Paint comes **READY MIXED AND READY-TO-USE** in your choice of 30 colors. It can be applied by anyone. It spreads from the brush easily,—covers a big area and goes on smoothly. Our low "Direct-to-User" prices below enable you to paint your house at the lowest possible cost. Look at the large list of colors to choose from.

Turn to Page 13 for Color Samples

See Page 27 to Estimate Quantity of Paint Needed.

AND DON'T FORGET

On All Orders Amounting to \$10.00 or More
You Get 60 Days To Pay Or 5% Off for
Cash With Order And We Pay The Freight.

Paint Pointers

How to Start

1st. Mix the paint. Remove the entire top of the can or barrel. Pour off the oil into another pail and stir the pigments in the can thoroughly. Then gradually add the oil back to the pigments and keep stirring until the paint is a smooth and uniform mixture throughout.

Where to Start

The best place to start is at the top of the building and paint down. Thus you avoid splashing drops of wet paint over finished work below. It is usually best to begin at the right hand corner of the building and work to the left. Always try to finish a day's work at a corner or at a window to avoid lapping and streaks.

Concrete and Stucco Houses

Because Concrete, Stucco and Brick Walls absorb moisture, they often become water stained, spotted or discolored, when painted with ordinary paint. Therefore, for these surfaces we recommend our specially prepared Franklin Stucco Paint. For best results two coats should be applied the same as with a frame house.

**See Page 13 for
60 Days Credit**

Franklin Exterior Concrete and Stucco Paint

This Exterior Concrete and Stucco Paint is made for the express purpose of waterproofing and beautifying cement, stucco and brick walls. It penetrates deeply into the surface, fills the pores and cracks. It will not fade out, discolor or peel off. Covering capacity 150 to 200 square feet to the gallon—2 coats. Furnished in 16 attractive colors listed below.

- 100—Pressed Brick
- 101—Brown Stone
- 102—Cream Tint
- 103—Cream
- 104—Ivory
- 105—Milwaukee Brick
- 106—Buff
- 107—Leather Brown

- 108—Light Green
- 109—Moss Green
- 110—Stucco Gray
- 111—Gray Tint
- 112—Silver Gray
- 113—Natural Cement
- 114—Slate
- 115—Bedford Stone

Barrels (55 gallons).....	Per gal., \$2.31
Half barrels (30 gallons).....	Per gal., 2.31
15 or 20-gallon kegs.....	Per gal., 2.36
5 or 10-gallon cans.....	Per gal., 2.41
1-gallon cans.....	2.51





Paint Pointers

Barn Painting

When painting a barn or any other out-building you simply follow the same directions as are given on pages 4 and 5 for house painting. The same rules for mixing the paint, number of coats, thinning, priming and applying hold good for painting barns as well as houses.

Franklin Quality Barn paint is made especially for barns and all out-buildings and sold at an exceptionally low price. It is compounded from the best mineral oxides, pigments thoroughly ground in linseed oil and driers. Of course, it is not the same quality or as finely ground as our house paint but it is offered in a limited number of colors and for its purpose cannot be excelled.

You can obtain an unusually attractive and pleasing effect when painting your barns by using a different color for trimming. Barn paint is not made in white, but white House Paint or any other color of House Paint can be used for the trimming at very small cost because it takes only a small quantity for the trimming work.

Don't Forget

to turn to page 13 and read all about our 60 Days-To-Pay plan or the 5% discount which we allow on all orders amounting to \$10.00 or more. Then turn to the inside Back Cover and see how Franklin STANDS THE FREIGHT.

Saveall Roofing For Barns

See Page 14

Don't let your Barns and out-buildings go to rack and ruin through neglect when you can protect them from the devastating elements of rain, snow and sleet with Franklin Quality Barn Paint at the extraordinary low prices quoted here.

A covering of good, durable Franklin Barn Paint will cost you less than any other paint, and every time it is put on it will materially increase their value.

60 Days to Pay — or 5% Discount for Cash

Franklin Quality Barn Paint comes to you FRESH from our powerful grinding and mixing vats. You get it direct from the makers with only one small profit added. Now is the time to buy Franklin Barn Paint and save the difference. Every gallon is guaranteed to give you perfect satisfaction or your money refunded.

Remember too, on all orders amounting to \$10.00 or more WE STAND THE FREIGHT—allow you 60 days to pay or give you 5% discount for cash.

The covering capacity of Franklin Barn Paint is about 250 to 300 square feet of surface—2 coats per gallon (see page 27). Look at the list of colors below. Turn to page 13 for the color you want and order today.

Colors

- 3500—Red
- 3401—Stone
- 3600—Oxford Yellow
- 3200—Green
- 3501—Maroon
- 3502—Terra Cotta

See Page 13 for Color Samples



\$1.57
Per Gal.
In Bbls. & ½ Bbls.

Prices

	Per gallon
Barrels (55 gallons).....	\$1.57
Half barrels (30 gallons).....	1.57
15 or 20-gallon kegs.....	1.62
5 or 10-gallon cans.....	1.67
1-gallon cans.....	1.77

Franklin Interior Silo Paint

Franklin Interior Silo Paint contains no white lead or other poisonous ingredients which will in any way injure ensilage so as to make it unfit for feeding purposes. This paint is made expressly for painting the insides of all kinds of silos,—wood, concrete, brick or metal. Prepared from a natural gum base it has exceptional elastic features, protective power, wearing value and acid-

resisting qualities. Made in Black only. One gallon will cover about 225 square feet.

No. S-1 Black Only

Barrels or half barrels,	Per gallon, \$1.40
15 or 20-gal. kegs	Per gallon, 1.45
5 or 10-gal. cans	Per gallon, 1.50
1-gallon can.....	1.60

Franklin Floor Paint

Inside Floor Paint

For Kitchen, Pantry, Bathroom, Bedroom, or Hall

Here is a Floor Paint for inside floors that is built to stand up under hard wear. It is a regular wear-resister against heel marks and scratches. It will withstand frequent washings and scrubbing and give you exceptional long and faithful service. A moss green shade on the hall floor is always attractive. A neat gray on the Bath Room floor will make it clean and sanitary and light brown or drab on the bedroom floors will give them a bright new look.

- 225—Oxide Red
- 226—Buff
- 227—Drab
- 228—Lead Color
- 229—Maroon
- 230—Light Brown
- 231—Gray
- 232—Moss Green

See Color Samples on Page 16



Paint Pointers

Ordinary house paint is not satisfactory for painting floors because it is not made to resist the heel marks, scratches or heavy wear under foot.

Always use a Special Floor Paint for interior or exterior floors if you want a good job, because they contain more varnish than ordinary paint which gives a tough, wear-resisting surface as well as a beautiful lustrous finish.

See that the floor surface is perfectly clean and dry. Grease and oil stains should be removed with turpentine and the wide cracks filled before painting.

Apply from two to three coats according to the condition of the floors, allowing each coat to dry thoroughly.

On interior work be sure to open the windows and doors to aid the paint in drying. Be careful not to walk on the floor until the last coat is entirely dry.

Concrete Floors

It also takes a special paint to cover concrete or cement floors well. Franklin Concrete Floor Paint is the best you can get for the purpose. Apply the paint freely but flow well with the brush so as to give a good even coat. For best results 2 coats are recommended.

**60 days to pay
or 5% off for cash
[see page 13]**



Franklin Concrete Floor Paint

This particular kind of paint is specially prepared for concrete floors to prevent crumbling and dusting. It strengthens the floors, fills the pores and produces a smooth, durable surface which withstands heavy traffic. Nothing better for cement floors in barns, dairies, creameries and factories because it can be easily washed to insure sanitation. Made from pure gum base and proper pigments with a high gloss in 9 pleasing colors. For best results—2 coats are recommended. Reduce each gallon used on first coat with about one quart of turpentine to insure maximum penetration into the pores of the cement.

- | | |
|------------------|--------------|
| 275—Marble White | 279—Gray |
| 276—Stone | 280—Tile Red |
| 277—Dust Color | 281—Yellow |
| 278—Maroon | 282—Green |
| 283—Seal Brown | |

- | | |
|---------------------------|--------------------|
| Barrels or half barrels | |
| (55 or 30 gallons)..... | Per gallon, \$2.49 |
| 15 or 20-gallon kegs..... | Per gallon, 2.54 |
| 5 or 10-gallon cans..... | Per gallon, 2.59 |
| 1-gallon can..... | 2.69 |
| 1/2-gallon can..... | 1.42 |

- | | |
|-------------------------|--------------------|
| Barrels or half barrels | |
| (55 or 30 gals.)..... | Per gallon, \$2.36 |
| 15 or 20-gal. kegs..... | Per gallon, 2.41 |
| 5 or 10-gal. cans..... | Per gallon, 2.46 |
| 1-gallon can..... | 2.56 |
| 1/2-gallon can..... | 1.35 |



Franklin Porch Floor Paint

Keep your Porch Floor painted with Franklin Porch Floor Paint. It will give you both beauty and long wearing service and make the "First impression" of your home a pleasing one to the eye of every visitor. Franklin Porch Floor Paint cannot be beat for bright glossy finish, hard drying and durable service. It stands up under both the hard traffic and the constant outdoor exposure. Try it. We guarantee it will satisfy. Your choice of 8 popular colors at Franklin low prices. Made in the same colors as our inside floor paint.

- | | |
|--------------------------|--------------------|
| 250—Gray | 254—Moss Green |
| 251—Lead Color | 255—Buff |
| 252—Drab | 256—Red |
| 253—Light Brown | 257—Maroon |
| 5 or 10-gallon cans..... | Per gallon, \$2.59 |
| 1-gallon can..... | 2.69 |
| 1/2-gallon can..... | 1.42 |



Franko-Var

All Purpose Varnish

Our Best Grade of Varnish for Universal Use Inside and Outside

Here is an exceptional high grade Varnish for all inside and outside work. It is our All-Purpose Varnish because it will give excellent results anywhere. For woodwork, staircases, tables, chairs, furniture, porch ceilings or wherever varnish is needed it is easy to apply, dries hard and wears well.

Franko-Var imparts a high, glossy finish,—is tough and elastic so that heat or cold does not affect it and is not easily scratched or marred. A pure, clear, transparent varnish that will not change the color of the wood. Our prices save you from \$1.00 to \$2.00 a gallon on this quality Varnish. It will pay you at these prices to keep a supply of Franko-Var always on hand to brighten up every corner of your home during your spare time. One gallon will cover about 500 square feet of surface—one coat.

Paint Pointers

How to Varnish

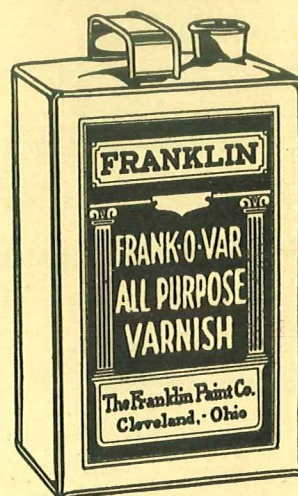
NEW WOOD. On open grained woods such as oak, walnut, ash, mahogany, etc., the pores of the wood must first be filled with a paste wood filler (see page 26) before the varnish coat can be applied. Close grained woods such as birch, pine, beech, maple, etc., do not require filling. If you wish to change the color of the wood, it must first be stained the desired color with penetrating stain (see page 26) before the varnish coat is put on.

1st Varnish Coat

Follow these same rules for varnishing woodwork or furniture and for new wood or old and you will have good success. First be sure that the surface is clean, dry and smooth. Look over the list of varnishes on these 2 pages and also on page 26. Pick out the best varnish for the purpose and be sure to choose a dry day for your work. Use a clean brush,—one that does not lose its bristles, and start in. Varnish should not be brushed out like paint. Put it on freely, then first brush it across the grain of the wood and finish with as few strokes as possible with the grain.

If a second coat is desired, rub the surface with a very fine grade of sand-paper and dust it off clean. Then apply your second coat of varnish in the same manner as the first.

Other Special Varnishes
Shown on Pages
23 and 25



No. V-10

Barrels (55 gallons) ..	Per gallon, \$3.13
Half barrels (30 gals.)	Per gallon, 3.13
15 or 20-gallon kegs. .	Per gallon, 3.18
5 or 10-gallon cans. .	Per gallon, 3.23
1-gallon can.	3.33
1/2-gallon can.	1.73
1-quart.	.89

**Be Sure to Read Our 60 Day
Credit Terms and 5% Cash
Discount Offer on Page 13**

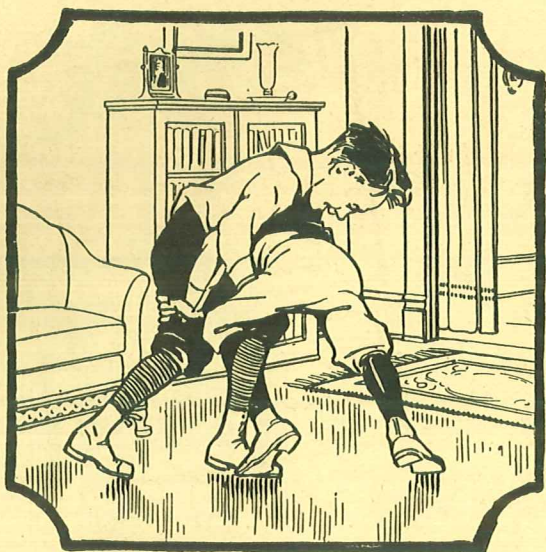
Economy Interior Varnish

Our Economy Interior Varnish is a lower priced piece of goods for all interior purposes. It is a big value for the money and will give a good lustrous, lasting finish and complete satisfaction for all inside uses. One gallon will cover about 500 square feet—one coat.

No. V-11

Barrels or half barrels (55 or 30 gallons) ..	Per gallon, \$2.13
15 or 20-gallon kegs.	Per gallon, 2.18
5-gallon cans.	Per gallon, 2.23
1-gallon can.	2.33
1/2-gallon can.	1.23
1-quart can.	.64





Franklin Tuff-Tread Floor Varnish



Neither hob nails nor heel marks have any terrors for "Tuff-Tread." It resists the hardest wear and constant use. Water won't hurt it and frequent scrubblings do not make it lose its lustre. Our "Tuff-Tread" Floor Varnish is made to stand the hardest kind of usage. You will find it the finest protective floor covering for long service and attractive appearance you have ever used. "Tuff-Tread" is full bodied,—spreads easily,—dries quickly and as hard as marble and will retain its high gloss for an unusual long time. Our "Direct-to-User" Prices on this best quality floor varnish are so low that it costs you no more than is usually asked for just an ordinary grade. One gallon will cover about 600 square feet of Oak, or 400 square feet of soft pine floor,—one coat.

No. V-12

Barrels (55 gallons).....	Per gallon, \$3.65
Half Barrel (30 Gallons).....	3.63
15 or 20-gallon kegs.....	3.70
5-gallon cans.....	3.75
1-gallon can.....	3.85
1/2-gallon can.....	1.99
1-quart can.....	1.02

Outside Spar Varnish

For front doors, vestibules, porches, store fronts and all outside uses you need the hardest, toughest, weather resisting varnish you can get. This is it and the price is low. One gallon will cover about 500 sq. ft.,—one coat.

No. V-13

Barrels or half barrels (55 or 30 gallons).....	Per gallon, \$2.78
15 or 20-gallon kegs.....	Per gallon, 2.83
5-gallon cans.....	Per gallon, 2.88
1-gallon can.....	2.98
1/2-gallon can.....	1.55
1-quart can.....	.80

Dull-Finish Varnish

Nowadays the dull finish on woodwork and furniture is very popular. Our Dull Finish Varnish when applied over a varnished surface of furniture or woodwork produces that "satiny" finish without the trouble of rubbing down the gloss coat. One gallon will cover about 500 sq. ft.,—one coat.

No. V-14

5-gallon cans.....	Per gallon, \$2.90
1-gallon can.....	3.00
1/2-gallon can.....	1.57
1-quart.....	.81

PURE SHELLAC (Clear and Orange)

A high-grade standard shellac made from pure gum shellac cut with denatured alcohol. Use white shellac when you want to preserve the natural color of the wood. Orange shellac is used on darker wood surfaces such as Oak. One gallon will cover 400 to 600 sq. ft. of surface,—one coat.

Clear Shellac No. V-15

5 or 10-gallon kegs.....	Per gallon, \$3.55
1-gallon can.....	3.65
1/2-gallon can.....	1.89
1-quart can.....	.97

Orange Shellac No. V-16

5 or 10-gallon kegs.....	Per gallon, \$3.15
1-gallon can.....	3.25
1/2-gallon can.....	1.69
1-quart can.....	.87

Paint Pointers

To Varnish New Floors

If floors have never been varnished and are of open grained wood such as oak, walnut, ash, etc., the wood should first be filled with our Paste filler (see Page 26) in the color desired. It is not necessary to use the filler on close grained wood floors such as maple, pine and beech. On new floors, one thinned coat of varnish and two regular coats should be applied for best results. Allow two days between each coat for drying. In between each coat use fine sandpaper or steel wool and rub the varnished surface well so that it will be perfectly smooth and the next coat will stick better. Be sure the surface is thoroughly clean and dry before varnishing.

To Varnish Old Floors

Do not waste good varnish and good time trying to re-varnish an old floor unless the present varnish is in good condition. If varnish is not in good condition the old varnish should be removed and floor treated like a new one. If varnish is in good condition, rub all over with fine sandpaper, and then clean the surface thoroughly and proceed to varnish. One or two regular coats will usually give the desired results on old floors.

**We Give You 60 Days to
Pay—or 5% Off for Cash
Freight Allowed**

(See Page 13)



Franklin

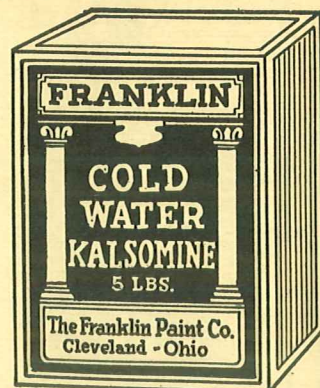
Cold-Water Kalsomine

An Artistic, Economical Wall Covering

The ease and unusual low cost with which you can brighten up the walls and ceilings of any room by Kalsomining them is making these Cold Water Tints more popular every day. There is nothing difficult about it. Anyone who can handle a brush can put on our Cold Water Kalsomine successfully. Even the women folks enjoy brightening up their rooms with a beautiful new tint of Kalsomine and do the work themselves.

No wonder these mellow toned Kalsomine Tints are so much in demand when

you consider the beautiful effects they give at such a small cost. A rich tan on your living room walls with a cream ceiling will make a perfect setting for your furniture. A French Gray on the walls of the Bed Room creates a dainty, delightful atmosphere. Sky Blue or Salmon Pink walls in the Nursery gives it a cheerful happy tone, etc., etc., And it takes only a dollar or two and a few hours of your time to make the walls of any room clean and beautiful with our Cold Water Kalsomine. A stenciled border run around the moulding of a Kalsomined room often improves the decorative effect. Franklin Cold Water Kalsomine is furnished in a complete range of beautiful colors. The contents of a 5 lb. package is enough to cover the walls of an average sized room,—or about 600 square feet of wall space.



Colors

- 301—Tan
- 302—Sepia Brown
- 303—Green Tint
- 304—Cream
- 305—Light Buff
- 306—Pink
- 307—French Gray
- 308—Sky Blue
- 309—Apple Green
- 310—Salmon Pink
- 311—Blue Green
- 312—Pearl Gray
- 313—White

Paint Pointers

How to Kalsomine

Before any wall is Kalsomined, it makes no difference whether it is old or new, it should first be treated with our special Kalsomine Under-Coater shown on this page. This is done to keep the Kalsomine from soaking into the walls and leaving a streaked or mottled effect.

Never try to put one coat of Kalsomine on over another. Always wash off the old Kalsomine first before a new coat is put on. A fair sized sponge and luke warm water are best for washing off old Kalsomine.

All cracks and holes should be filled with Plaster Paris and these spots should be covered extra carefully with a coat of sizing.

Mix our Kalsomine with cold water and keep stirring until it is about as thick as rich cream and perfectly smooth. Apply with long sweeping brush strokes.

Always Kalsomine the ceilings of a room first so that you will not drop splashes on a new finished wall. On side walls, start in the right hand corner of the room and work to the left.

Stenciled borders just under the picture moulding give a very artistic decorative effect. The color used for the stenciled design should usually be slightly darker than the color used on the walls proper.

**Have You Read Our
60-Day Credit Terms
on Page 13**



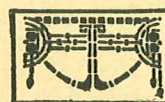
Stencils



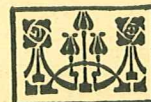
No. S-201
Width 9 in., 30c



No. S-202
Width 10 in., 35c



No. S-203
Width 10½ in., 30c



No. S-204
Width 9½ in., 30c

Price per
5-lb.
Package **50c**



Under-Coat for Kalsomine

A special under-coater or wall size in powder form to be used before Kalsomining on plastered walls which have never been sized or painted. One pound mixed with water makes 2 gallons of Wall Size enough for the average room 9 x 12 feet. Full directions with every package.

No. 324
1 lb. Package.....40c

Franklin E·Z·Clean Flat Finish Wall Paint

Walls Like Velvet that Are Easy to Clean

You will never realize how beautiful, how attractive and yet how practical painted walls can be made until you have used our E. Z. Clean Flat Wall Paint on them.

It gives you a smooth, velvety finish without gloss which imparts to the room a refined, dignified setting for your furnishings.

But,—best of all, E. Z. Clean Flat Wall Paint can be washed clean with soap and water, without injuring the wall. Think what an advantage this is in homes where there are small children, up stairways, over radiators and hot air registers.

E. Z. Clean Flat Wall Paint is very easy to apply. Anyone can do it. Its washable feature makes it last longer and saves you money. Our "Direct-to-you" Prices, cutting out the Middlemen's profits, saves you money.

Furnished in 17 attractive shades at the low prices quoted below. One gallon will cover about 200 square feet—2 coats.

See Page 16 for Color Samples



\$2.28
Per Gal.
In 5 Gal. Pail

Prices

Barrels (55 gallons)	Per gallon, \$2.18
½ barrels (30 gallons)	Per gallon, 2.18
15 or 20-gallon kegs	Per gallon, 2.23
5 or 10-gallon cans	Per gallon, 2.28
1-gallon cans	2.38
½-gallon cans	1.21

UNDER-COATER FOR FLAT FINISH PAINT

If your walls have never been painted before you should prime and size them first with this specially prepared Under-Coater. Mix with this Under-Coater, quart for quart, some Flat Wall Paint so it will prime the walls at the same time. Use the same color of Flat Wall Paint as you will use for the finishing coat. Two quarts of this mixture will size and prime about 250 sq. ft. of wall space.

No. 399—White Only

5 or 10-gallon cans	Per gallon, \$1.57
1-gallon can	Per gallon, 1.67
½-gallon cans	Per gallon, .90



Colors

375—White	383—Old Rose
376—Ivory	384—Light Blue
377—Cream	385—Dark Blue
378—Old Gold	386—French Gray
379—Light Tan	387—Pearl Gray
380—Russet	388—Light Green
381—Cocoanut Brown	389—Medium Green
382—Pink	390—Green
	391—Tuscan Red

Paint Pointers

Painting Walls

For living-room, dining-room, hall and bed-room walls to be painted, our E. Z. Clean Flat Wall Paint is the most popular finish because it gives a smooth, velvety effect without gloss.

See that the surface is clean and dry before painting. If walls have been kalsomined before, wash off kalsomine before painting. Fill all cracks and crevices with Plaster Paris.

In putting on our Flat Wall Paint, two coats will usually be the most satisfactory. The first or priming coat should be made of a mixture of equal parts of our Under-Coater for Flat Finish and the Flat Wall Paint you are going to use for the work. This first coat will act as a size for the walls or ceiling and also a priming coat. The second coat of Flat Wall Paint should then be applied just as it comes from the can and it will go on smooth and cover evenly.

This same two coat method of applying E. Z. Clean Flat Wall Paint on Wall-Board, Burlap or Woodwork will also give satisfactory results.

Care of Brushes

When you get a new brush, work the bristles back and forth in the hands until the loose bristles have all been removed.

Always clean your brushes with turpentine or benzine before they dry hard. Keep your brushes suspended in a can of raw linseed oil. Do not let the brushes rest on the bristles. It never pays to leave brushes in water. Water causes the handles to swell and split the ferrule, and if left a long time will spoil the bristles.

Franklin Stands The Freight.

See Inside Back Cover

A Page of Proof

Milltown, Maine

"I received the paint O. K. and am so satisfied with it. Was surprised that you could make such a liberal offer for such a good quality of paint and will be glad to recommend it to my friends."

F. S. Groves.

Brownsville, Pa.

"I find your paint is all you claim for it. I am sure pleased with it and will not forget you and will tell my friends about your goods."

J. C. Mahaney.

Sardis, Ky.

"Your paint is all you claim it to be and we are very well pleased with it. May give you another order before long."

Taylor Berry.

Ashland, Ohio

"I found your paint O. K., and just as good as I could have bought here for \$4.00 per gallon. The painter who put it on said he never used any better."

B. F. Frolley.

Kingwood, W. Va.

"I am interested in House, Barn and Floor Paint. The Saveall Roofing and Plastikite I bought of you is just fine."

Geo. W. Merenger.

Cannon Falls, Minn.

"I painted my garage with your paint and it was the best paint I ever painted with. I also painted the roof of house with your Franko-Carbon paint and found it excellent."

G. A. Gustafson.

Barre, Mass.

"We think your paint is the very best we have ever used and if it continues doing its good work we will want more next year."

A. D. Sheldon.



NOTHING BUT THE TRUTH

It pays to tell the TRUTH—and nothing but the TRUTH. It pays to be honest with your fellow men. That's why you will find no extravagant claims or wild statements about our paints, varnishes or paint products that cannot be backed up with actual facts and proven to be absolutely truthful. Our business is managed and operated by good, honest, truthful men. We want our business to prosper and grow and we realize that the TRUTH, and nothing but the TRUTH, will keep and hold the confidence and good-will of our many thousands of good customers.

Pierre, S. D.

"We are sending you herewith our check in full payment for Saveall Roofing Paint. The paint was very satisfactory and we have recommended it to several of our neighboring ranchers."

Bliss-Kerr Live Stock Co.

Castorland, N. Y.

"Paint arrived O. K., and is very satisfactory. Accept my thanks. Painters have already begun and find the paint very good. I will recommend it."

John W. Schwendy.

Durant, Okla.

"I am well pleased with the results obtained with your Saveall Roofing. My roof looks good and the leaks are all stopped."

E. Hotchin.

Hendersonville, N. C.

"Your paint was very satisfactory and I recommended it to my neighbors. One

of my neighbors ordered some of your paint a few weeks ago."

B. F. Lanning.

Dorchester, Va.

"Your paint is giving wonderful satisfaction."

Noah Salyes.

Anaconda, Mont.

"The Saveall Roofing was very satisfactory and I am well pleased with it. Will place my order for House and Barn Paint soon."

Joseph Forsman.

Chester, N. J.

"I certainly am a satisfied customer. I have some paint left in my barrel and am using it all the time."

E. C. Searles.

Chattanooga, Tenn.

"I bought a barrel of paint from you in 1918 and just used the last of it last week. I am glad to let you know it is extra good."

Ed. H. Manz.

Clifford, Mich.

"I am more than pleased with the paint I received of you in June. It surely is a wonder."

Roy E. Thorp.

Solomons, Md.

"Have found your paint of very fine quality, easy to apply and with a fine gloss."

P. F. Evans.

Latrobe, Pa.

"I got my paint and have it on. The best paint I ever bought. I painted my store outside with green and inside with that beautiful blue."

G. B. Sweeney.

Stuyvesant Falls, N. Y.

"I have used 3 barrels of your paint this summer and it gave good satisfaction wherever I used it."

J. L. Clow.



60 DAYS TO PAY

Our Liberal 2 Months Credit Plan

We do not ask you to send a penny of money with your order, unless you want to. On all orders amounting to \$10.00 or more we give you 60 days to pay for the goods at the low factory prices quoted in this catalog. There are no strings tied to this offer. No bank deposits to make—no papers to sign—no C. O. D.'s to pay. Just send us your order—state plainly that you wish to accept our 60 days' credit terms. We ship the goods at once and let you pay for them 60 days later. (See Page 28.)

5% Discount for Cash with Order

While we do not ask you to send cash with your order, a great many of our customers prefer to pay that way. Of course, when you send us cash with your order it saves us considerable work and bookkeeping expense, so it is only fair for us to allow a special discount for cash with order. Therefore if your order amounts to \$10.00 or more and you send cash with the order, you can deduct 5% discount. Be sure to take the 5% cash discount into consideration when comparing our prices with others. Then be sure to also remember that on all orders amounting to \$10.00 or more,

Franklin Stands The Freight

(See inside back cover)

These color samples, and those on page 16, are as nearly accurate as can be produced with printing ink. We guarantee that any color you select will please you. Regular Color Cards on any of our Paints will be gladly sent on request.

Franklin House Paint

FOR PRICES AND DESCRIPTIONS SEE PAGE 4 OR 5

2100—OUTSIDE WHITE
2101—INSIDE WHITE

2400—BLACK

2606—CREAM

2605—IVORY

2602—LEMON YELLOW

2604—BUFF

2603—SPRUCE

2703—FAWN

2701—LIGHT BROWN

2702—TOBACCO BROWN

2700—DARK BROWN

2601—LIGHT YELLOW

2600—COLONIAL YELLOW

2504—SALMON

2406—DRAB

2502—MAROON

2401—PURE GRAY

2402—PEARL GRAY

2403—FRENCH GRAY

2405—SLATE

2404—LEAD

2202—CEILING GREEN

2204—APPLE GREEN

2203—OLIVE GREEN

*2200—WINDOW BLIND GREEN

*2205—BOTTLE GREEN

2301—BLUE

*2302—DARK BLUE

*2501—VERMILLION

2500—RED

Franklin Barn Paint

FOR PRICES AND DESCRIPTIONS SEE PAGE 6

3500—RED

3200—GREEN

3600—OXFORD YELLOW

3401—STONE

3502—TERRA COTTA

3501—MAROON

Old Leaky
ROOFS
Made Like New
with

Saveall

LIQUID ASBESTOS ROOFING

You can make your old, leaky, worn-out roofs as good as new with **SAVEALL Liquid Asbestos ROOFING**, for just about one-fifth what a new roof would cost.

It makes no difference what kind of roofs you have—flat or pitched,—Wood, Shingles, Composition, Felt, Paper, Gravel, Rubber, or Sheet Metal,—**SAVEALL ROOFING** will stop the leaks, stop the rot or rust and decay, stop the damages and repair bills—and we will prove it to you right on your own roofs **4 MONTHS BEFORE YOU PAY**.

SAVEALL ROOFING has **SAVED** the roofs on thousands of houses, Barns, Stores, Garages, Factories, Schools, Churches, and other Buildings, and **SAVED** their owners money. It will do the same for you, or,—**NO PAY**.



**Stops Rust and Leaks in
Metal Roofing with one coat**

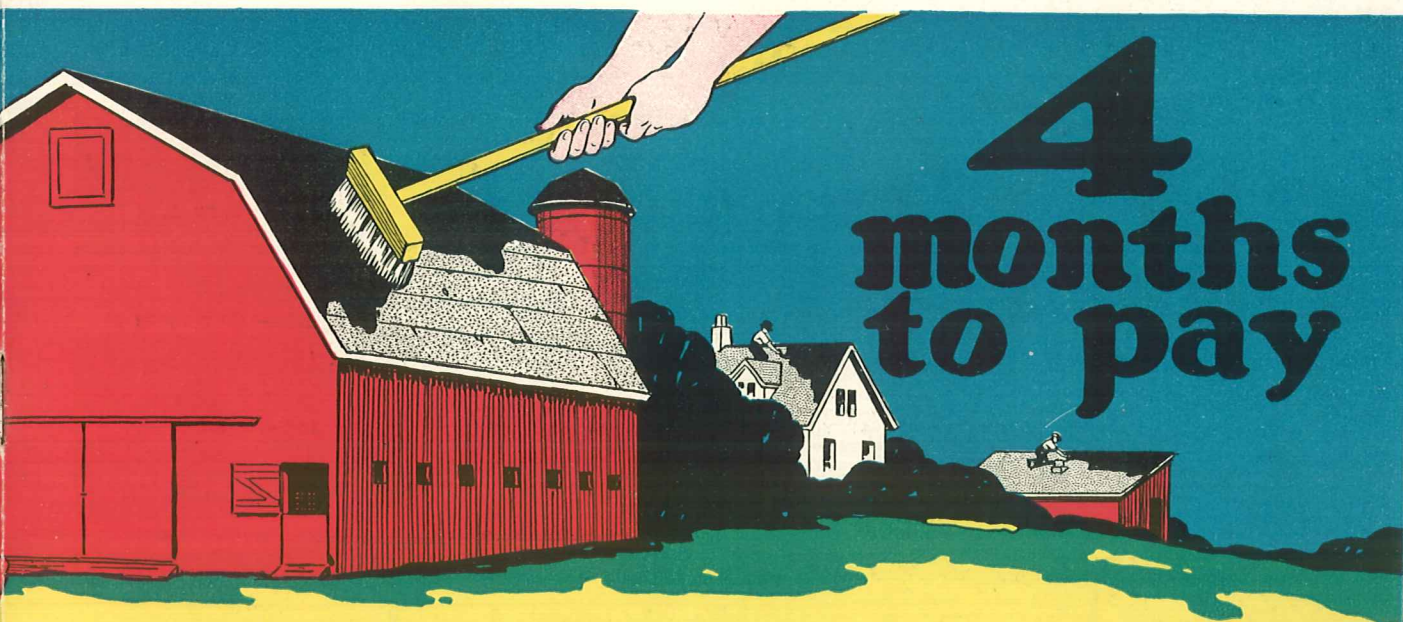
Guaranteed 10 Years

SAVEALL ROOFING comes in a thick liquid form ready to spread and can be had in your choice of 3 colors—Red, Green or Black. It is not a paint,—nor a cement, but a specially prepared composition of rock asbestos fibre combined with preservative oils, waterproofing gums and liquids. The only tool you need to apply it is the Roofing Brush which we furnish **FREE** with each order. It puts a new roof on right over the old one and it saves you the cost of removing the old roof. Saveall Roofing has been sold on the liberal “4 Months—Before—You—Pay—Plan” for years. It is not affected by heat or cold and is guaranteed 10 years.

We Allow All Freight Charges

Send No Money. Just send your order for as much **SAVEALL** as you want. We ship it at once. You simply pay the small freight charges on it when it arrives, and at the end of the 4 Months' Trial Period you pay for it if satisfied, deducting the freight charges from your remittance.

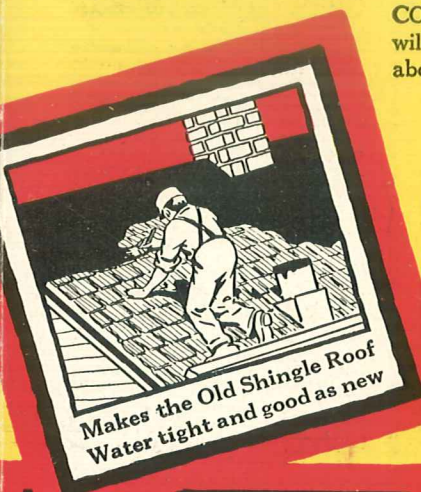
Send No Money -



4 Months Trial Before You Pay

We do not ask for a penny of pay in advance when you try SAVEALL ROOFING. We will gladly ship you all the SAVEALL you need—enough to cover all your roofs, one barrel or fifty. You put it on and then after 4 months' trial you pay only if pleased. If it does not fulfill all our claims,—you say so and we will cancel the charges, and you won't owe us one cent.

COVERING CAPACITY. On smooth hard roof surfaces such as tin, sheet metal, one gallon will cover about 100 square feet. On paper, composition, felt, or concrete, one gallon will cover about 60 to 75 square feet. On gravel and shingle surfaces, one gallon will cover about 50 sq. ft.



FREE!

With every order of SAVEALL (for one half barrel or more), we will also include **FREE** of charge, one Roofer's Brush for applying SAVEALL Roofing, and a 25-lb. Drum of our Plastikite Patching Cement (see page 21) for patching leaks around chimneys, flashings, gutters, cornices, etc. Order at once and get this **FREE** Roofer's Brush and Patching Cement.

PRICES AND COLORS

No. 500—Black	
Steel Half Barrels (about 40 gals.)	\$0.78 per gallon
Steel Barrels (about 65 gals.)	.75 per gallon
No. 501—Red	
Steel Half Barrels (about 40 gals.)	\$1.39 per gallon
Steel Barrels (about 65 gals.)	\$1.36 per gallon
No. 502—Green	
Steel Half Barrels (about 40 gals.)	\$1.39 per gallon
Steel Barrels (about 65 gals.)	\$1.36 per gallon



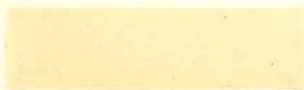
A

Renews, Waterproofs Paper.
Gravel, Composition Roofs

Just the Order

Franklin Flat Finish Paint

FOR PRICES AND DESCRIPTIONS SEE PAGE 11
FOR WHITE ORDER 375



376—IVORY



377—CREAM



378—OLD GOLD



379—LIGHT TAN



381—COCOANUT BROWN



387—PEARL GRAY



386—FRENCH GRAY



380—RUSSET



382—PINK



383—OLD ROSE



391—TUSCAN RED



384—LIGHT BLUE



385—DARK BLUE



388—LIGHT GREEN



389—MEDIUM GREEN



390—GREEN

Franklin Varnish Stain

SEE PAGE 17



V17—LIGHT OAK



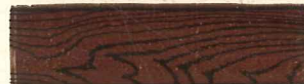
V18—DARK OAK



V19—MAHOGANY



V20—CHERRY



V21—WALNUT



V22—MOSS GREEN

Porch Furniture Paint

FOR PRICES
AND DESCRIPTIONS
SEE PAGE 24



604—IVORY



600—FRENCH BLUE



601—PARK GREEN



602—WICKER GRAY



603—TUSCAN RED

Wagon and Implement Paint

FOR PRICES
AND DESCRIPTIONS
SEE PAGE 20



426—YELLOW



429—RED



425—BLUE



428—GREEN



427—BLACK

Franklin Shingle Stain

SEE PAGE 21



441—LIGHT RED



445—DARK RED



443—LIGHT BROWN



442—BUNGALOW BROWN



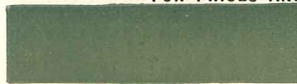
440—MOSS GREEN



444—DARK GREEN

Porch and Interior Floor Paint

COLORS ON THESE TWO PAINTS ARE THE SAME
FOR PRICES AND NUMBERS SEE PAGE 7



GRAY



BUFF



DRAB



LIGHT BROWN



MOSS GREEN



LEAD COLOR



RED



MAROON

Auto and Carriage Enamel

SEE PAGE 22



453—AUTO GRAY



457—YELLOW



450—BRIGHT GREEN



454—BREWSTER GREEN

FOR BLACK ORDER 456



458—LIGHT BLUE



455—DARK BLUE



451—VERMILLION



452—DARK WINE



Paint Pointers

There are a hundred and one handy uses for Franklin Varnish Stain around every home. You will find its use one of the easiest and most economical way to restore your time worn furniture, woodwork and floors to their Original brightness. The kitchen woodwork, the dining room chairs and table, the telephone stand in the hall, the easy chair or foot stool in the living room, the bedroom furniture or floors,—all can be refinished and made to look as good as new with Franklin Varnish stain by any man or woman who can handle a brush and will follow these simple directions.

For Refinishing Furniture

—see that the surface is clean. Chair arms and backs should be washed with soap and water to make sure they are clean. Sandpaper all rough spots and be sure article is perfectly dry before applying the Varnish Stain. Badly worn spots should be touched up first and allowed to dry. Then go over the whole surface with a coat of the Varnish stain. If article needs a second coat, allow 24 hours for first coat to dry.

For Refinishing Floors and Wood Work

Be sure to sandpaper all rough spots and touch up all worn or bare spots before applying the first coat, and then proceed the same as refinishing furniture.

The dark colors of Varnish Stain can be applied over any kind of finish and obtain satisfactory results, but if you wish to refinish a dark surface and make it some lighter shade, apply a coat of our Special Under-Coater or Ground Color No. V-25, first and then apply two coats of Varnish Stain of the desired shade.

We do not recommend the use of Varnish Stain on new wood. See page 27 for Oil Stains, Wood fillers and Finishes.

**Paint Now—
Pay Later**
See Page 13

Franklin Varnish Stain

A Color Varnish for Every Purpose

For refinishing your time-worn furniture and woodwork, Franklin Varnish Stain is unsurpassed. It is a combination wood stain and high grade varnish so that it accomplishes the task of staining and varnishing in one operation. You can brighten up every room in your home with Franklin Varnish Stain,—give the floors, the woodwork or the furniture a bright new finish of Mahogany, Light or Dark Oak, Cherry, Walnut and imparts to them a hard, lustrous finish that makes them look just like new.

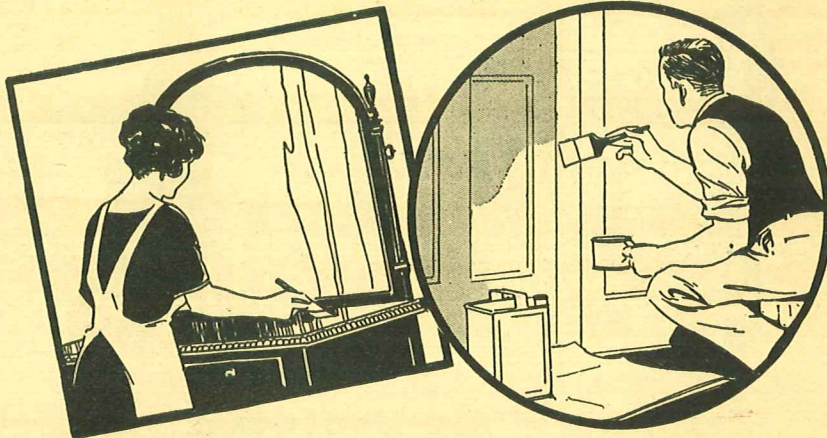
Franklin Varnish Stain is a high-grade colored varnish made especially for use in the home. It is ready mixed, ready to use and easy to apply, and will dry hard in 24 hours' time.

Made in six shades to fit all needs. Just compare our prices on this Varnish Stain and see how much we save you from the prices retail stores ask for a similar product.

See Color Samples on Page 16

V-17—Light Oak	V-20—Cherry
V-18—Dark Oak	V-21—Walnut
V-19—Mahogany	V-22—Moss Green

5-gallon can.....	Per gallon \$3.01
1-gallon can.....	Per gallon 3.11
1/2-gallon can.....	1.62
1-quart can.....	.84



Under Coat or Ground Color for Varnish Stain (Yellow)



If you wish to change the color of your furniture, floor or woodwork from a dark shade to a lighter one, give the object a coat of our ground color first. This Ground Color or Under Coat is a pale yellow shade which covers up the old finish completely.

V-25 Yellow Color

1-gallon can.....	\$2.50
1/2-gallon can.....	1.32

Franklin

Paint Pointers

How to Enamel

Remember this, the secret of a good enameled finish does not lie in the final coat but in the foundation coats which go under the enamel. Get enough foundation coats on and get them on well,—and you will have no trouble applying the enamel.

Our Brilliant White Enamel and our Interior Gloss Enamels are recommended for both old or new work on woodwork, furniture or walls. However, if a pure white porcelain-like finish is desired such as on walls, interior woodwork, or bedroom furniture our Brilliant White Enamel will give the best results because it will retain its pure white color longer. On all woodwork, walls and furniture where a brilliant glossy colored effect is desired, our Interior Gloss Enamels on the opposite page will give the best results.

ON NEW FURNITURE OR WOODWORK, first go over the surface of the wood thoroughly with a fine sandpaper until it is smooth, clean and dry. For the first coat use our Enamel Under-Coater No. S-3. Allow 24 hours for the first coat to dry and then apply a second coat of Enamel Under-Coater. After the second coat is dry, sandpaper lightly with very fine sandpaper and apply your first coat of Enamel. Brush out this first coat carefully. Allow 48 hours to dry. Sandpaper this enamel coat lightly and dust off. Then apply the second coat of enamel. This coat should be flowed on freely and brushed out evenly.



Brilliant White Enamel

Our Best Grade of Enamel that goes on White and stays White

The Bath-room, the baby's crib, the kitchen walls and woodwork,—there are a hundred and one places around the house where this Brilliant White Enamel will give you the cleanest, most attractive, most durable finish you can possibly want.

Franklin Brilliant White Enamel is the highest grade Interior Enamel that good materials and modern machinery can produce. It is so finely ground and carefully blended that it will not turn yellow easily as most white enamels do.

Brilliant White Enamel flows freely from the brush, covers well on anything and dries with a smooth tile-like finish that can be washed like a piece of glass. It is the ideal finish for meat markets, laundries, hospitals, hotels, bakeries, ice cream factories as well as for domestic use in the home. You get this super-grade enamel "Direct-from-our-Factory" at a saving of about 40 per cent in price. One gallon will cover about 200 sq. ft. of surface 2 coats. Furnished in white only.

No. S-2 White Only

Barrels (55 gallons)	Per gallon, \$4.20
Half barrels (30 gals.)	Per gallon, 4.20
15 or 20-gallon kegs.	Per gallon, 4.25
5-gallon cans.	Per gallon, 4.30
1-gallon can.	4.40
½-gallon can.	2.27
1-quart can.	1.16



Yes

These low prices are subject to 60-day credit or 5% Cash Discount. Read all about it on page 13.

Franklin White Undercoat

If you want to do a first class job of enameling you must first be sure that you have a good foundation under the enamel. Unless you are going to paint white over white it takes 3 or 4 coats of foundation work to get a pure white enameled finish. Franklin White Under-Coat is the perfect paint for the foundation coat, gives a fine flat finish, helps cover up the old surface and aids you in improving the finish of the Enamel Coat. Spreading capacity about 250 sq. ft. to the gallon —2 coats.

No. S-3—White Only

5-gallon cans.	Per gallon, \$2.44
1-gallon can.	Per gallon, 2.54
½-gallon can.	1.39
1-quart can.	.69



Franklin Interior Gloss Enamel

A Bright, Beautiful Finish for Walls or Wood Work, Made in 16 Shades and White

A touch of Franklin Interior Gloss Enamel on the Furniture, Woodwork or Walls is like letting the sunlight into a darkened room. Franklin Gloss Enamel imparts a glistening glossy finish wherever used and when used on either wood or metal surface whether old or new it can be washed easily without injury.

Our Interior Gloss Enamel is a very excellent grade and is second in quality only to our Brilliant White Enamel shown on the opposite page. Just the thing for *kitchen walls and woodwork, wicker furniture, metal ceilings, and all interior work including metal beds.*

For obtaining the present day popular effects of painted furniture, our Gloss Enamel is ideal. A Turquoise Blue Lamp,—a Bright Green Chair,—a French Gray Bed Room Set can easily be made from your old furniture by giving them two coats of undercoating and then a coat or two of our Gloss Enamel. Your choice of 17 pleasing colors. Look! at the money saving prices we quote in the lower right hand corner of this page and then remember that on all orders of \$10.00 or more these prices allow you 60 Days-To-Pay.

COLORS

- 400—Old Ivory
- 401—Cream
- 402—Buff
- 403—Colonial Yellow
- 404—Drab
- 405—Leather Brown
- 406—Pea Green
- 407—Bronze Green
- 408—Pale Blue
- 409—Turquoise Blue
- 410—Sky Blue
- 411—Silver Gray
- 412—French Gray
- 413—Slate
- 414—Wine
- 415—Dark Gray
- 416—White



Paint Pointers

Enameled Walls

For New Plastered Walls, fill all cracks and holes with Plaster Paris and be sure they are smooth and dry. Size the walls first with our Undercoater No. 399 shown on page 11, so the paint will not soak in. Then apply two coats of White Enamel Undercoater No. S-3 and two coats of Enamel in the desired color, following the same directions as given previously for enameling new woodwork or furniture.

FOR OLD WORK—woodwork, furniture or walls which have been finished before, be sure that the surface is clean and free from grease or dirt. Sandpaper and touch up all worn or bare spots with Enamel Undercoater No. S-3 before applying foundation coats. Then proceed, giving two coats of Undercoater No. S-3 and two coats of enamel as directed above for new work.

When refinishing a dark surface in lighter color it is sometimes necessary to apply more than two coats of undercoater to cover up the old finish. Be sure the dark surface is thoroughly covered before applying the Enamel coats. Follow these directions and you will get a most beautiful glistening, glossy finish. Nothing is quite so attractive as sun-parlor or breakfast room furniture finished in bright shades with our Gloss Enamels. Wicker Furniture, ferneries, sewing baskets, etc., when refinished with Gloss Enamel not only give a bright cheerful tone to your home but are also in the best of taste. An ordinary set of kitchen chairs and table when refinished and enameled in bright colors will often transform them into a most delightful set of breakfast room furniture.

Our interior Gloss Enamel is made in a large variety of pleasing colors for the benefit of those who are interested in beautifying their homes and interiors.

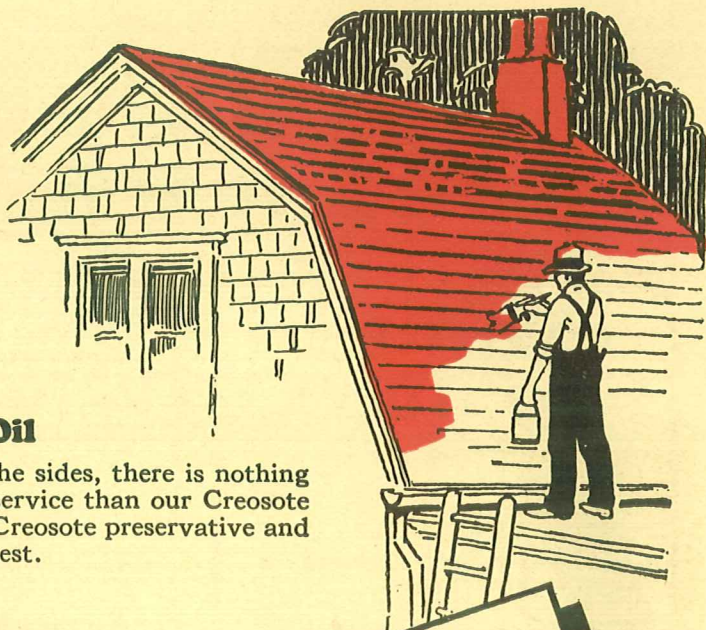


PRICES

Barrels	55 gallons	Per Gallon	\$3.03
Half barrels	30 gallons	Per Gallon	3.03
15 or 20-gallon kegs		Per Gallon	3.08
5 or 10-gallon cans		Per Gallon	3.13
1-gallon can			3.23
1/2-gallon can			1.68
1-quart can			.87



FRANKLIN Shingle Stain



Contains Large Percent of Creosote Oil

For shingles either on the roofs of houses or on the sides, there is nothing more attractive in appearance or satisfactory in service than our Creosote Shingle Stain. A combination of wood stain and Creosote preservative and we guarantee that the quality is as good as the best.

PRESERVES and BEAUTIFIES

The creosote oil penetrates the wood, seals the pores and protects the shingles from moisture. The harmonizing tones of the stain give a deep rich shade to the shingles which makes the roof or walls unusually neat and attractive. Brushed on 1 gallon covers about 100 sq. ft.—2 coats. It takes about 2½ gallons to treat 1000 shingles dipped two-thirds their length.

See Page 16 For Color Sample

440—Moss Green	443—Light Brown
441—Light Red	444—Dark Green
442—Bungalow Brown	445—Dark Red

Barrels (55 gallons)	Per gallon, \$0.83
Half barrels (30 gallons)	Per gallon. .83
15 or 20-gallon kegs	Per gallon, .88
5 or 10-gallon cans	Per gallon, .93
1-gallon can	1.03



Plastikite Roof Cement

Always Ready for Instant Use—Will Patch All Leaks in a Jiffy

Every home and farm should keep a supply of Plastikite Roof Cement always on hand. You will find it indispensable for patching all kinds of leaks,—cracks and crevices, as well as for patching roofs around chimney, cornices, gutters and flashings. For waterproofing foundations of brick, stone and concrete it is unsurpassed. For sealing around skylights or calking boats, it can't be beat. It is impregnated with long staple asbestos fibre which comes from solid mineral rock and is indestructible,—impervious to sparks. It is often used for making a complete new roof, seamless, strong, and long wearing. You can put it on with a trowel and it will stick anywhere. You will find a thousand handy uses for it around the house, farm, or factory. Especially recommended for patching bad leaks before putting on SAVEALL ROOFING (See pages 14 and 15).



TINNERS' RED PAINT

A ready mixed oxide paint for first coat on gutters, spouting, metal cornices and all sheet metal roofs. A substitute for the more expensive Red Lead. Gives first class service and saves you money.

No. S-6,—Red Only

Barrels or Half barrels	\$1.73
15 or 20-gallon kegs	1.78
5 or 10-gal. can, Per gal.	1.83
1-gallon can	1.93

FURNISHED IN RED, GREEN OR BLACK No. 510 — Black

600-pound barrels	Per pound, \$0.66
400-pound barrels	Per pound, .07
200-pound kegs	Per pound, .08
100-pound kits	Per pound, .09

No. 511—Red

600-pound barrels	Per pound, .13
400-pound barrels	Per pound, .14
200-pound kegs	Per pound, .15
100-pound kits	Per pound, .16

No. 512—Green

600-pound barrels	Per pound, .14
400-pound barrels	Per pound, .15
200-pound kegs	Per pound, .16
100-pound kits	Per pound, .17

Paint Your Own

Paint Pointers

AUTO PAINTING pays and it is easy to do when you use Franklin Auto Enamels and Finishes. The directions given below may also be used when refinishing carriages, Bicycles or Motorcycles.

First wash the automobile or carriage thoroughly. Remove all the grease and oil with turpentine or gasoline. Be sure to get all the dirt off. When the surface is dry, touch up the worn or scratched spots with the color to be used. When dry sandpaper these spots and then the entire surface until smooth. Dust off carefully. Then flow on freely and brush on evenly a coat of Franklin Auto Enamel, just as it comes from the can after thoroughly mixing.

One coat is sometimes sufficient. It will dry rock-hard in 24 hours and your car is bright and new and ready for use. When covering a dark color with a lighter one, two coats are sometimes needed. The first coat should be thinned with one pint of turpentine to each gallon of enamel. Allow 24 hours for each coat to dry.

Make your car look like new inside and out while you are at it. Give the engine and radiator a coat of our Special Engine and Radiator Enamel, and brighten up the lamps and fenders if they are black with our Special Lamp and Fender Lacquer.

**FRANKLIN
AUTO ENAMELS
ARE ALSO
THE BEST
TO USE ON
CARRIAGES**

Franklin Automobile Enamel

You can make your old car look like new—EASY. A few dollars invested in Franklin Auto Enamels,—a few hours spent in putting them on will make time-worn finish on your car look like new. It will add pleasure, profit and value to the car itself. Thousands of car owners are doing it. Why not you?

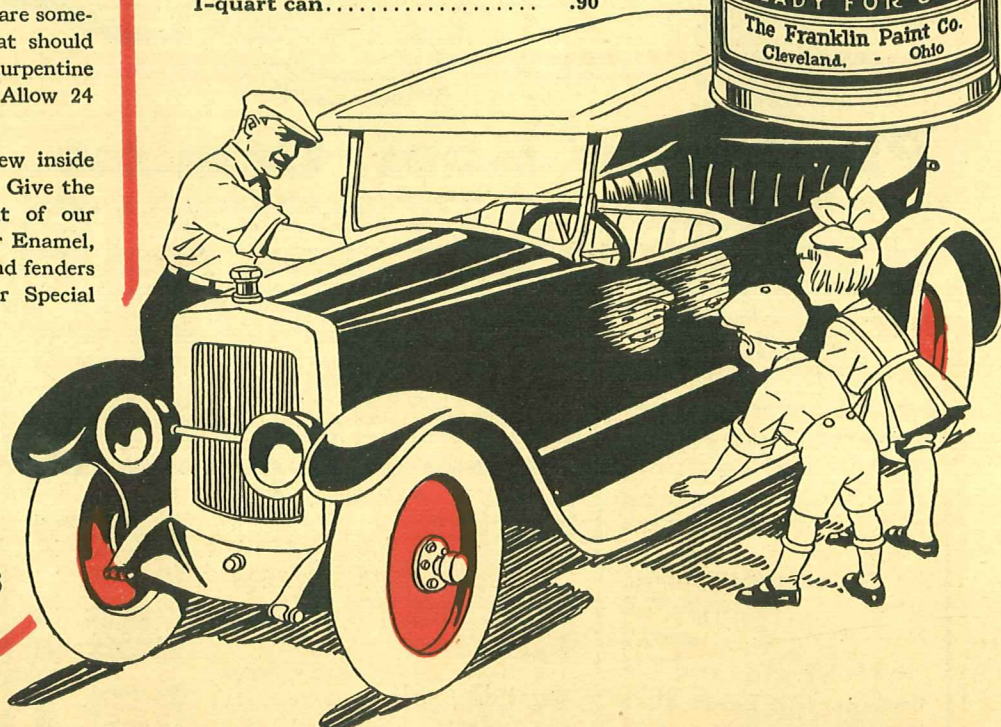
Franklin Auto Enamels are made in our own factory to withstand the hardest kind of wear and frequent washings. Nothing but the best coach colors ground in the very best varnishes, producing a hard drying, wear-resisting, glossy enamel paint.

Even though our Auto Enamels sell for about half what retailers ask, we guarantee them to be of the highest grade and to give you complete satisfaction. It takes about a half gallon to re-finish the body and gearing of the ordinary 5 passenger touring car, 2 coats. Furnished in 9 attractive colors. Also used for carriages.

**See Page 16
for Color Samples**

450—Bright Green	454—Brewster Green
451—Vermilion	455—Dark Blue
452—Dark Wine	456—Black
453—Auto Gray	457—Yellow
	458—Light Blue

5-gallon cans.....	Per gallon, \$3.25
1-gallon can.....	3.35
1/2-gallon can.....	1.75
1-quart can.....	.90



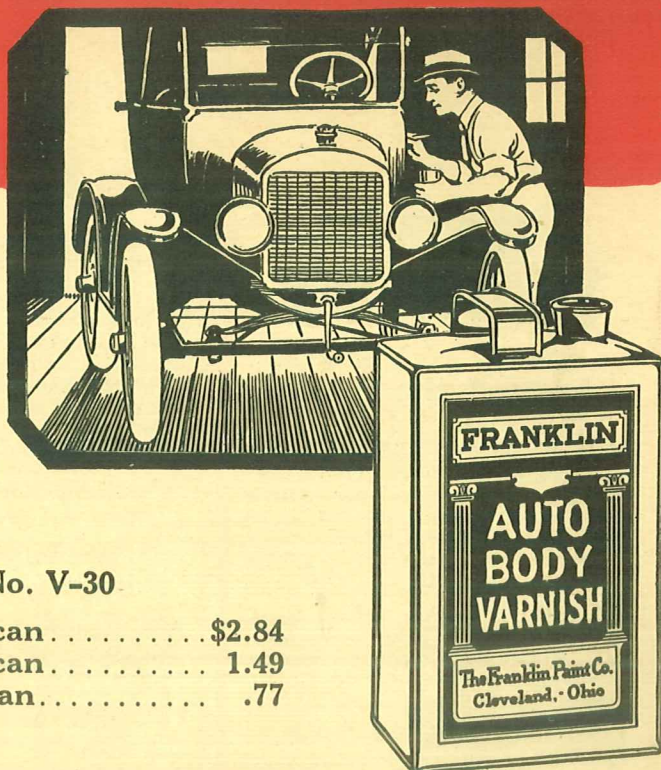
Car-

Franklin Auto-Body Varnish

For Renewing The Lustre On Dull Cars

How often you see cars which are not marred, scratched or worn but the finish has gone dead in color—lost its lustre. All such a car needs is a good washing and cleaning and then a coat of our Auto-Body Varnish.

It is a varnish which produces a high gloss, dries quickly, will withstand hard wear and frequent washings. It is colorless and will not darken the body color. It dries free from dust in one day and is hard enough to use in 2 days.



No. V-30

1-gallon can	\$2.84
1/2-gallon can	1.49
1-quart can	.77

Lamp and Fender Lacquer

Nothing has to stand quite such hard wear and abuse as fenders and hoods on autos. One coat of Franklin Lamp and Fender Lacquer will make your hoods and fenders like new. It is also the best material for making lamps black. Excels all for durability and long wear. Furnished in Black only.

No. V-31—Black Only

1/2-gallon can..	\$2.13
1-quart can..	1.09



Black Touch-up Varnish

A special Black Varnish for touching up marred or scratched spots on the car. Especially good along the edges of fenders. Will dry free from dust in a couple of hours and harden in a day.

No. V-32—Black Only

1/2-gallon can	\$1.85
1-quart can	1.00

Engine and Radiator Enamel

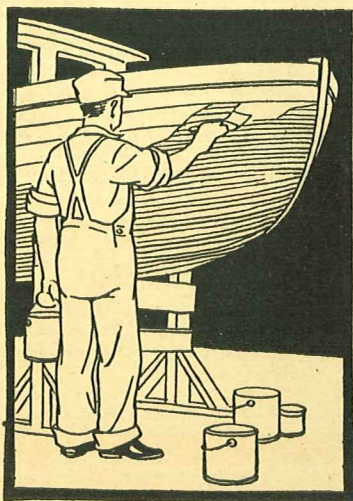
Heat has no effect on this special Black or Gray Enamel. It will not blister or peel off. Paint your engine and radiator with it every now and then and you will keep them free from dirt, oil, grease and rust spots. Furnished in 2 colors only—Black and Gray.

No. S-7—Black
No. S-8—Gray

1/2-gallon can..	\$1.85
1-quart can..	1.00



Franklin Yacht and Boat Paint



To stand up under constant exposure to both sun and water means that a Yacht and Boat Paint must have nothing in it but Quality. Our Yacht and Boat Paint is a combination of the strongest and brightest pigments, with great wear-resisting qualities, and blended with our best Spar Varnish. This makes it durable enough to stand up under the most severe out-door exposure and resist the action of the water. Made in 3 popular Marine Colors and sold at exceptionally low factory prices.

465—Cabin White
466—Starboard Green
467—Port Red

5-gallon cans	Per gallon, \$3.12
1-gallon can	3.22
1/2-gallon can	1.68



Every Day Household

Paint Pointers

Around the House

PORCH FURNITURE should be repainted with Franklin Porch Furniture Paint. It dries rock-hard with a high lustre and never becomes sticky even under the most intense heat of the sun. Also best for use on garden furniture, and swings of all kinds.

GARDEN TOOLS: Hose Reels, Wheel Barrows, Clothes Posts, and Bird Houses withstand the weather and wear best when protected with Franklin Porch Furniture Paint.

LINOLEUM and **OIL CLOTH** should be varnished with our special Linoleum Varnish No. V-35 at least once every six months. It keeps the pattern from wearing off and is easier to keep clean.

KITCHEN WALLS, make them bright and cheerful. White walls are best but if you prefer color choose light gray, light green, cream or yellow. Use our Flat Wall Paint—it is easy to clean. (Page 11.)

KITCHEN FLOORS, when painted, are best in somber shades. Use Tans, Browns or Slate Colors as they are easy to clean and will not readily show the soil. See page 7.

TABLE TOPS, Piano Benches, Sewing Cabinets, Sewing Machines, Buffets, Music Cabinets, Desks, Cabinet Phonographs and all high polished furniture whose finish is not badly scratched or marred, but has lost its lustre, can be made to look almost as good as new with one coat of our Special Furniture Varnish No. V-37.

TOUCH UP Candle Stick Holders, Stair Rails, Picture Frames, Lamp Bases, Footstools, Floor Lamps, the Baby High Chair and many other home furnishings with our Quick Refinishing Varnish No. V-36 and make them look bright and new.

WINDOW SHADES can be easily refinished. Fasten them down on a flat surface with tacks to prevent curling. Use any desired shade of our Flat Wall Paint shown on page 11. Reduce one gallon Flat Paint with ½ pint raw linseed oil and ½ pint turpentine. Be sure shades are free from dust, dirt, grease or finger marks before painting.

Porch Furniture Paint

The best paint to use in repainting outdoor furniture is Franklin Special Porch Furniture Paint, which dries hard with a rich lustre,—is not affected by rain and exposure and does not become sticky under the most intense heat of the sun. Contains a large percentage of varnish to give it a high gloss and tough, wear-resisting surface. Recommended for use on Porch Furniture, Lawn Swings, Settees, Breakfast Room and Kitchen Furniture. Furnished in 5 bright, snappy colors.

See Page 16 for Color Samples



600—French Blue 602—Wicker Gray
601—Park Green 603—Tuscan Red
604—Ivory

5-gallon cans.....	Per gallon, \$3.05
1-gallon can.....	3.15
½-gallon can.....	1.63
1-quart can.....	.85



Linoleum and Oilcloth Varnish



It always pays to Varnish Linoleum and Oil Cloth Floor coverings to make them easier to clean and prevent the pattern from wearing off. The best varnish to use for this purpose is Franklin Special Linoleum and Oil Cloth Varnish. Heel marks, scratches, or mars make no impression on this Durable Varnish. Water and frequent scrubbing have very little effect upon it. It dries hard in a day's time. Our low factory prices makes it unusually economical to use.

No. V-35

5 or 10-gal. cans.....	Per gallon, \$3.20
1-gallon can.....	3.30
½-gallon can.....	1.72
1-quart can.....	.88



FURNITURE VARNISH

For re-varnishing Furniture where the old finish is not worn off, our Extra Grade No. V-37 Furniture Varnish is the best. Heavy bodied—very tough and similar to the fine quality varnish furniture manufacturers use. It gives a hard, bright, glossy finish and is easy to apply.

No. V-37

1-gallon can.....	\$2.05
½-gallon can.....	1.09
1-quart can.....	.57

Quick Re-Finishing Varnish

An extra good quality Varnish for touch-up work around the home or office. Dries quickly with a high gloss and can be used with perfect satisfaction anywhere.

No. V-36

1-gallon can.....	\$3.38
½-gallon can.....	1.76
1-quart can.....	.90

WHITE-TONE COLD WATER PAINT

An inexpensive paint which comes in powder form and mixes with cold water. For coating the inside of Barns, Dairies, Creameries, Poultry Houses, Basements, Sheds, and Cribs. Produces a fire-resistant, non-poisonous coating. Better than whitewash because it sticks better and does not wash off. One pound when mixed with water will cover about 30 to 60 sq. ft., according to surface.

No. S-5—White

400-pound barrels.....	Per pound, \$0.07
200-pound kegs.....	Per pound, .08
100-pound kegs.....	Per pound, .09

Paint Needs

BATH TUB ENAMEL

Here's a Special Enamel for putting a hard, porcelain finish on Bath Tubs. Produces a hard, lustrous surface that will not chip or crack and is not affected by hot or cold water. Gives a beautiful appearance to any common sheet metal tub. Also recommended for use on kitchen sinks, drain boards and white iron beds.

No. S-10 — White Only

5 or 10-gallon kegs.....	Per gallon, \$4.33
1-gallon can.....	4.43
1/2-gallon can.....	2.28
1-quart can.....	1.16



Paint Pointers

Around the House

BATH TUBS if made of tin should be enameled with our White Bath Tub Enamel because it withstands hot and cold water. Apply at least 2 coats of our White Enamel Undercoater No. S-10 before putting on the Enamel. The outside surface of porcelain lined, iron bath tubs can be finished in the same way.

KITCHEN SINKS and also on Plumbing Fixtures and Metal Pipes, our Bath Tub Enamel gives the best service.

METAL BEDS can be made white and new with a coat or two of our Bath Tub Enamel. An attractive effect can be obtained by using Bath Tub Enamel on the white parts and our Gold Bronze Enamel on the knobs.

STOVE PIPES, Kitchen Stoves, Gas Ranges, Furnaces and Hot Water Pipes should be painted with our Stove Pipe Enamel. Be sure the surface is clean and free from grease and dirt. Do not apply while surface is hot or it may blister.

SCREENS should be painted at least every two years to keep from rusting. Our Special Screen Enamel is made so it will not fill up the mesh of the screen.

BRONZE ENAMELS are made in 3 colors, Aluminum, Gold and Copper Bronze. They make all metal surfaces look like new. The radiators, the hot air registers, the lighting fixtures, the water pipes, metal beds, the mail box, or picture frames can all be easily renewed with any or all of these shades.

FLOWER POTS, Flower Boxes and Vases which have lost their lustre can be made bright, shiny and almost new if given 2 coats of White Undercoater and then 2 coats of Interior Gloss Enamel in some bright attractive and harmonious color.

TUBS, PAILS, Milk Cans, Milk Pails, Water Tanks, Stock Troughs, etc., can be kept neat, clean, and sanitary by giving them a coat of our Special Tub and Can Enamel shown on this page.

REMEMBER!

We Stand the Freight
(See Inside Back Cover)

STOVE-PIPE ENAMEL

It takes a well-made Enamel to cover stove pipes, stoves, grates, andirons, furnaces, registers and water pipes, if you want the job done right. And our Stove Pipe Enamel is a splendid jet black product for just this purpose because it will not chip or crack off when subjected to heat and cold. One coat gives a durable, elastic black finish which will withstand intense heat.

No. S-11 — Jet Black

1-gallon can.....	\$1.40
1/2-gallon can.....	.77
1-quart can.....	.41



SCREEN ENAMEL

It is cheaper to renew your screens than buy new. One coat of our Screen Enamel will make your old screens look like new. Our Screen Enamel does not clog the mesh of the screens and is equally good for the frames. It comes ready to use and is easy to apply. Furnished in Green or Black. State color wanted when ordering. One quart will cover 10 to 12 average size window screens.

S-15—Black S-16—Green

1-gallon can.....	2.25
1/2-gallon can.....	1.19
1-quart can.....	.62



RADIATOR BRONZE ENAMELS (Gold, Aluminum and Copper Bronze)

When the radiators, lighting fixtures and other metal surfaces are bright and shiny it adds 100% to the appearance of your home. Our Gold Bronze Enamels give a glistening, new finish wherever a silver, bronze or gold finish is desired. The best finish for radiators metal beds, lighting fixtures, bird cages, picture frames, and bric-a-brac. Furnished in 3 shades. One quart will cover about 6 ordinary sized radiators one coat.

S-20—Aluminum Bronze S-21—Gold Bronze S-22—Copper Bronze

Aluminum Bronze

1-gallon can.....	\$4.27
1/2-gallon can.....	2.20
1-quart can.....	1.15

Gold and Copper Bronze

1-gallon can.....	\$5.87
1/2-gallon can.....	3.00
1-quart can.....	1.55



FRANKLIN TUB AND CAN ENAMEL

For milk cans, tubs, pails and all metal utensils which require Paint our Tub and Can Enamel is the best product for the purpose. Dries with a hard, smooth enamel-like finish and is immune to the action of salt, acid or ammonia. Used in large quantities by Ice Cream Plants, Milk Depots, Creameries and Dairies. Furnished in your choice of 9 pleasing colors.

610—Yellow	615—Dark Blue
611—Orange	616—Green
612—Vermilion	617—White
613—Red	618—Black
614—Light Blue	

15 or 20-gallon kegs.....	Per gallon, \$3.30
5-gallon cans.....	Per gallon, 3.35
1-gallon can.....	3.45
1/2-gallon can.....	1.79
1-quart can.....	.92



Special Wood Refinishers

More Proof.

Will Recommend It

Dansville, N. Y.

"Received the paint O. K. and have tried it. I find it up to all my expectations and will certainly recommend it to my friends."

Frank Karlnosko.

He Thinks It Fine

Eastside, N. H.

"Mr. Cate received the Paint and has used some of it. He thinks it is fine. You can send anyone to see it and he will gladly recommend it."

Mrs. Reuben Cate.

Orders More

Newcastle, Pa.

"Enclosed is order for 2 half barrels of Roof Paint same as I received from you before which was entirely satisfactory."

D. C. Boyles.

Likes Our Liberal Terms

Trinity, N. C.

"Enclosed please find check to cover my invoice. I thank you for sending me such good paint on such liberal terms."

J. Everett Arnold

Saveall Roofing Is Good

Rushville, Ill.

"Please find enclosed bank draft to cover your invoice for Saveall Roofing. It makes an old roof as good as new at very small cost."

Lee Wristen.

Appreciates Our Square Deal

Logansport, Ky.

"Your paint gives a nice, smooth finish and is proving satisfactory. Wish to assure you that I appreciate your fair and square deal."

W. S. Austin.

Better for the Money

Montevideo, Minn.

"Wish to say that all goods purchased from you this year, as also those in former years, have been a little better than what we expected at the prices."

Montevideo Coop. Ice. Co.

Extra Good for the Money

Crawfordsville, Ind.

"Enclosed find check. We were well pleased with the paint. It was extra good for the money."

Dr. Thomas L. Cooksey

DON'T FORGET
60 Days to Pay
or 5% Cash Discount
(See Page 13)

Franklin Penetrating Oil Stains

Recommended For Close Grained Woods Such As
Maple, Pine, Beech, etc.

This stain is for use on new wood only. One coat is all that's needed to give a soft, pleasing natural stained finish to the wood. Varnish or wax can be used over these stains when dry if you wish. For use on floors, woodwork or furniture. Penetrates the wood and brings out the color but does not raise the grain. Furnished in 6 pleasing colors. One gallon will treat about 400 sq. ft. of surface.

V-40—Light Oak

V-41—Dark Oak

V-42—Cherry

V-43—Mahogany

V-44—Walnut

V-45—Green

15 or 20-gallon kegs.....	Per gallon, \$1.80
5 or 10-gallon cans.....	Per gallon, 1.85
1-gallon can.....	1.95
1/2-gallon can.....	1.04
1-quart can.....	.54



Franklin Paste Wood Filler

For Open Grained Woods, Such as Oak,
Ash, Mahogany or Walnut

All hardwoods mentioned above have open grain and this grain must be filled so that the surface is smooth before a satisfactory finish can be applied. Franklin Paste Wood Filler will fill the grain and stain the wood any desired shade in one operation. Also furnished in natural shade without the stain. Put up in one, five and ten-pound cans. Complete directions for use on each can. Five pounds is enough to treat about 300 square feet of surface.

V-55—Natural

V-57—Dark Oak

V-56—Light Oak

V-58—Walnut

V-59—Mahogany

Price per pound.....16c

Liquid Wood Filler

For Use On Soft or
Close Grained Woods

This is the ideal filler to use on all soft woods before finishing. Easy to apply. Just put it on with a brush. It dries in 36 hours. One gallon will fill about 500 sq. ft. of surface.

No. V-80—Natural

5 and 10-gallon cans, per gallon.....	\$1.35
1-gallon.....	1.45
1/2-gallon.....	.79
1-quart.....	.42

Franklin Cabinet Varnish



On all fine interior work, especially that which is to be rubbed and polished our Cabinet Varnish is the best for the purpose. A special hard drying varnish and sometimes called "rubbing" varnish. Gives a beautiful finish when left in the gloss. Dries dust free in six hours. Can be rubbed in 48 hours. Our prices are extremely low.

No. V-75

5-gallon can.....	Per gallon, \$2.35
1-gallon can.....	2.45
1/2-gallon can.....	1.29
1-quart can.....	.67

Church and School Seat Varnish

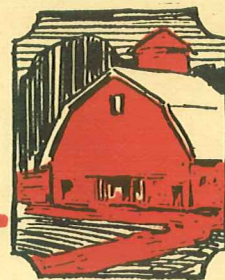
The hardest, toughest, long lasting varnish is the only kind that will stand up and give service in public places like churches, schools, theatres, clubs, etc. Our Church and School Seat Varnish is especially made for this very purpose. Has a fine lustre, dries hard and will not soften under the heat of the hands and body,—will not show imprint of fabric from clothing and will not spot from water or moisture.

No. V-76

Barrels (55 gallons).....	Per gallon, \$3.26
Half barrels (30 gallons).....	Per gallon, 3.26
15 or 20-gallon kegs.....	Per gallon, 3.31
5-gallon cans.....	Per gallon, 3.36
1-gallon can.....	3.46
1/2-gallon can.....	1.80
1-quart can.....	.92



How to Figure the Amount of Paint You need



One of the important features to remember about Franklin Paints is that because it comes to you "FRESH" from the Factory it has an unusual large covering capacity. You can always depend on Franklin Paint to cover 250 sq. ft. or more—2 coats on average surfaces. Of course the covering capacity of any paint depends entirely on the kind of surface it is used on. New wood, or old porous surfaces which have not been painted for years will take twice as much paint as the average. To make it easy for you to estimate the amount of paint needed we list below the four different kinds of surfaces and the area of square feet a gallon of paint will cover on each.

1 GOOD SURFACES where old paint is in good condition and just starting to wear off—one gallon will cover 300 square feet—two coats, or 500 square feet—one coat.

2 FAIR SURFACES when old paint is worn thin and rapidly flaking off. One gallon will cover about 250 square feet—two coats, or about 150 square feet—3 coats.

3 NEW WOOD which has never been painted before should always be given 3 coats. The first or priming coat should be thinned with Linseed oil (See Page 4). One gallon will cover about 175 square feet—3 coats.

4 POOR SURFACES which have not been painted for years and the wood has become bare and porous should always be given 3 coats. One gallon of paint will cover about 150 square feet 3 coats.

How To Measure Your Buildings

To find out the number of square feet of surface on your house or building, measure the complete distance around the building adding together the length on each side and the width front and back. Multiply this amount by the height of the building to the eaves and adding 2 ft. for the cornices. This will give you the number of square feet of surface to be painted. If you have any high gables on the ends or sides of the building, it will be necessary to order extra paint to cover the gables. Multiply the width of the gable by the height of the gable from the eaves and divide by 2. This will give you the number of square feet of surface on each gable.

Trimming

In figuring the amount of paint needed for trimming houses it usually is a safe rule to order 1 gallon of trimming for every 5 gallons of body.

Barn Paint Follow the same rules for estimating the amount of paint needed for Barns and outbuildings as are given above for houses. Be sure to figure in the gables on barns. The amount of trimming required on Barns is usually 1 gallon to 10 gallons of body.

Enamels One gallon of Enamel will cover about 200 square feet of surface—2 coats.

Varnish One gallon will cover about 250 to 300 square feet—2 coats, or about 500 to 600 square feet—one coat.

Flat Wall Paint One gallon will cover about 200 square feet of wall surface—2 coats, but walls should be sized first. See Page 11.

Roof Paint To estimate the number of square feet of surface on a roof that is flat,—simply multiply the length of the building by the width. But if it is a pitched roof, one-third should be added to that amount. See page 21 for covering capacity of shingle stain. See page 20 for covering capacity of Franko-Carbon Roof Paint.

Shingle Stain One gallon will cover about 100 square feet—2 coats or treat about 400 shingles when dipped two-thirds their length.

Saveall Roofing On smooth roof of metal, slate, etc., one gallon covers 100 square feet. On porous roofs of paper, felt, canvas, etc., one gallon covers about 50 square feet.

Kalsomine The contents of one 5-lb. package makes enough to cover about 600 sq. ft. of wall surface.

Our Service Department Will Gladly Help You

If you wish color cards or any information or advice, about paint—write us and our Service Department will gladly help you solve your painting problems. This service is FREE to our customers. Give them the dimensions of your building and they will tell you how much paint you need to cover them properly. Tell them what you want to paint or refinish and they will help you select the right kind of paint, varnish, stain or enamel and also the most harmonious colors. You will find our paint experts can give you both valuable and helpful advice, if you care to avail yourself of their services.



How to Order

You will find that ordering your Paints, Enamels, Stains and Varnishes from this catalog not only saves you money but is also the easiest and most convenient method of getting your paint supplies.

Simply use the order blank enclosed, or any plain piece of paper will do. Be sure to write your name and address plainly at the top. Don't forget to give both your Post Office address and your Shipping Station. A pencil will do as well as pen and ink, if you prefer it. In making out the order, don't fail to put down the catalog number,—the quantity,—and the color of each item.

You Can Telegraph Your Order

If you are in a big hurry you can telegraph your order at OUR EXPENSE. We maintain a telegraph station and operator right in our factory all the time. If you need faster service than you can get through the mails—telegraph your order at our expense and we will give it prompt attention.

On all orders amounting to less than \$10.00, remittance should accompany the order. Or if you prefer we will ship it to you C. O. D. and you can pay for it on arrival.

However, we strongly advise our customers to go through this catalog and order all of their paint needs at one time. Thus your order will probably amount to more than \$10.00 and you will be entitled to our 60-Days' Credit or 5% Cash Discount and We Stand The Freight.

If You Want To Accept Our 60-Day Credit Terms

Your order must amount to \$10.00 or more to entitle you to our 60-Day Credit Terms. If you want to accept our 60-Days-To-Pay plan please say so on your order.

You Don't Have To Worry About The Freight Charges

When your order amounts to \$10.00 or more, WE STAND THE FREIGHT. If you buy on our 60-Day Credit Terms, we ship the order to you Freight Collect, and you pay the freight charges on it when it arrives. Then at the end of the 60 Days, when you pay us for the goods you deduct the freight charges you have paid from your remittance. If you send Cash With Your Order, we prepay the Freight Charges on your shipment from this end and it arrives all charges paid. Either way we stand the Freight, which not only saves you time and trouble figuring out freight rates, but also saves you money.

If You Want To Send Cash With Your Order

We allow an extra 5% discount for Cash with the order, provided your order amounts to \$10.00 or more. If you want to send cash with your order and get this extra 5% discount, please say so on your order and deduct the 5 per cent from your remittance.

How To Send Money

You are perfectly safe in sending cash with your order, because our guarantee protects you and we will cheerfully refund your money if you are not perfectly satisfied with the goods after you get them. You can send the money by any of the following methods—Post Office Money Order,—Express Money Order,—Bank Draft,—Your Personal Check,—or Cash by Registered Mail. If you live on a Rural Route and it is inconvenient to get to town, your letter carrier will purchase the money order for you and enclose it in the envelope and mail it to us.

How To Order Saveall Roofing

You do not have to send a cent of money when you order Saveall Roofing. We ship it to you on 4 Months' Free Trial. Simply fill out the Special Approval Order Blank for Saveall Roofing enclosed. Or use a plain piece of paper. Order all you need,—one barrel or fifty. Try it on your own roofs and pay for it if satisfied at the end of the 4-Months' Trial Period. If you are not satisfied we agree to cancel the charge.

Check your Order over carefully to see that all the necessary information has been written down before mailing.

On all orders amounting to less than \$10.00 cash remittance must accompany order.

**The
Franklin
Paint Co.**



**FRESH
FROM THE
FACTORY**

**Cleveland,
Ohio,
U.S.A.**



Franklin stands the Freight

**On All
Orders Amounting
to \$10.00 or More**

This means another worth while saving to you when you buy your paint needs "Direct-From-the-Big-Franklin-Factories." If your order amounts to \$10.00 or more—**WE STAND THE FREIGHT.** No uncertainty about what the transportation charges are going to be. No bother about figuring out freight rates. No guesswork. The first cost is the only cost, because **FRANKLIN STANDS THE FREIGHT**, and here is how we do it:

If you take advantage of our liberal 2 Months Credit Plan, (as explained on page 13) we give you

60 Days to Pay

for the goods. You pay the freight charges when you get your shipment at your freight station. Then at the end of the 60 day Credit Period, when you pay us for the goods you simply deduct the freight charges you have paid from your remittance.

Or if you prefer to send us cash with your order (as explained on page 13) you can make still another saving of

5% Off for Cash with Order

On cash orders, we will prepay the freight charges here at Cleveland when your order is shipped from our factory and it will be delivered to your freight station all Charges Paid.

Either way you choose "Franklin Stands the Freight" on all orders amounting to \$10 or more.

THE FRANKLIN PAINT COMPANY
Cleveland, Ohio

YOUR
HOME TOWN

Save Your LEAKY ROOFS

It makes no difference what kind of roofs you have—flat or pitched—Wood, Shingles, Composition, Felt, Paper, Gravel, Rubber, Sheet Metal, or any kind—one coat of Saveall Roofing will stop the leaks, stop the rot, rust or decay; stop the damages and repair bills and make your roofs as good as new for less than 2c per square foot—and we will prove it Before You Pay. (See pages 14 and 15.)

Saveall

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4

months
TRIAL
before
You Pay

See Pages 14-15